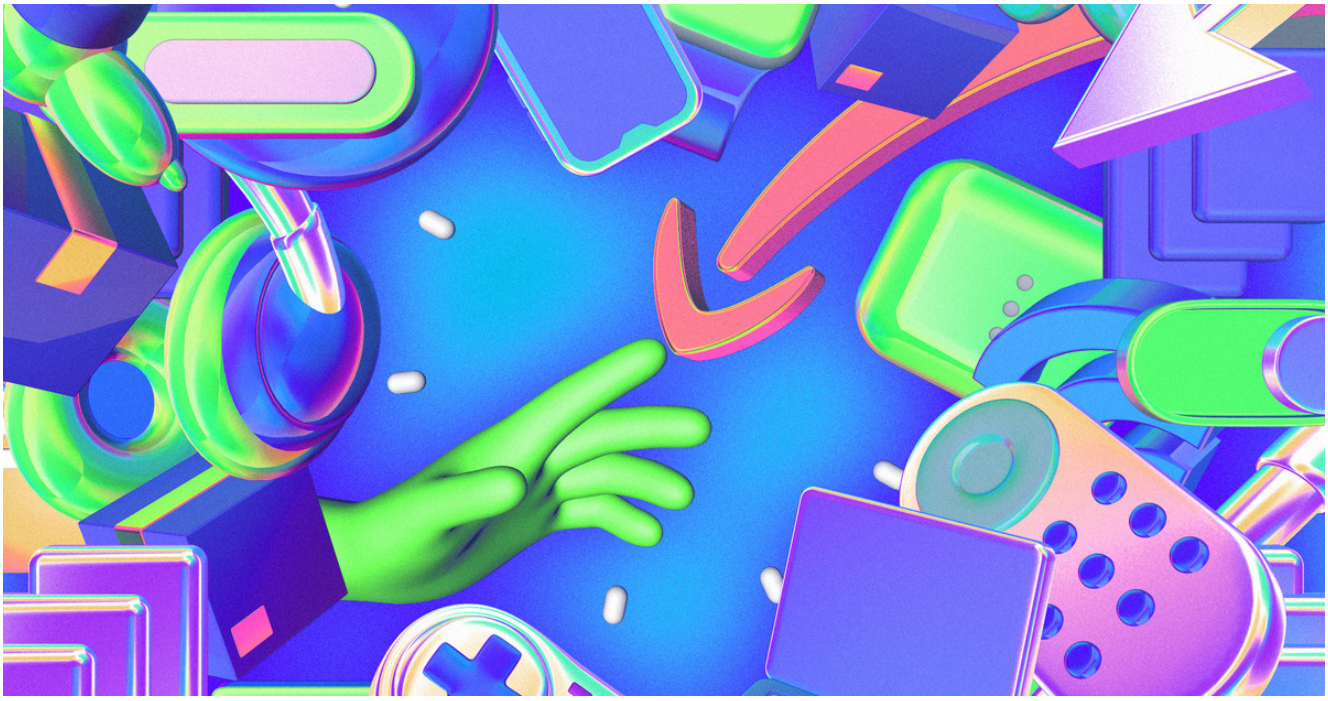
The Verge’s guide to Amazon Prime Day 2024



Amazon Prime Day 2024 is nearly here. The annual two-day super sale will start on July 16th and run through July 17th, bringing with it a treasure trove of discounts, promos, and exclusive deals for Amazon Prime subscribers. It may not be the only Prime Day event we see this year — Amazon has recently taken to hosting a second shopping event in the fall — but it will likely remain one of the best opportunities of the year to score discounts on a range of tech outside of Black Friday and Cyber Monday.

Like in previous years, we’re highlighting the best deals on a variety of *Verge*-approved gadgets and gizmos, from the latest laptops and OLED TVs to robot vacuums that can leave your hardwood floors as spotless as your living room carpet. We’re also rounding up anti-Prime Day deals from competing retailers like Target and Best Buy, as well as an array of useful tips and tricks for making the most of the 48-hour event.

Unsurprisingly, Amazon has already steeply discounted several of its own devices in the run-up to the event, including Echo

smart speakers, Fire TV streaming sticks, noise-canceling earbuds, and Blink video doorbells. The price cuts are sure to be fleeting, but if you’re quick enough, you may be able to knock a few items off your holiday wish list before the eggnog even begins to arrive.

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