

# Amazon expected to unveil new Kindle Fire

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(AP)—Amazon.com is expected to update its Kindle Fire tablet computer on Thursday.

It will be an effort to take a larger share of a [tablet computer](#) market dominated by Apple's iPad. It could help Amazon.com Inc. boost sales of digital goods such as e-books and movies.

The announcement at a former airplane hangar in Santa Monica, Calif., will feature CEO Jeff Bezos. He announced the first Kindle Fire in New York less than a year ago. The price tag was \$199, about half the price of the cheapest iPad now available.

Amazon has pursued the strategy of selling lower-priced tablets at razor-thin, if any, [profit margins](#) in order to boost sales of digital items from its online store. The Kindle Fire has a smaller screen than the iPad.

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