

## Amazon doubles up on cellphone stores

USA: Although it already has a store for selling cellphones and other wireless communications products, Amazon.com has launched a new site targeting the same market.

By [Richard Adhikari](#) 13 Jul 2009

[AmazonWireless](#), currently in beta, only carries phones from AT&T and Verizon Wireless at the moment, but other carriers will be added later.

All phones sold on AmazonWireless come with a new two-year contract, but Amazon.com plans to add phones without a plan to the mix.

The new store is meant to streamline the process of buying cellphones for customers.

"AmazonWireless offers easy shopping without rebate hassles and free two-day shipping on all orders," spokesperson Stacey Page told the *E-Commerce Times*. "We've also eliminated the technical jargon that customers often face when buying a phone."

Lots of features are still not available. These include new family plans and additional lines for existing plans. AmazonWireless also does not carry phones without plans, although Amazon offers such plans through its other cellphone sales operations.

These issues will be addressed, Page said. "During this test phase, we're also working hard to add capabilities our current store does not have." She did not elaborate.

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