

EXHIBIT 26

Announcing the Alexa Voice Service (AVS)



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Alexa Alexadev Announcements

Today, we announced that the [Alexa Voice Service \(AVS\)](#), the same service that powers Amazon Echo, is coming soon to third party hardware makers who want to integrate Alexa into their connected devices. Your customers can simply speak to Alexa through the microphone on your device and Alexa will respond through the device's speakers. This gives your customers access to Alexa's skills and capabilities, including both built-in skills and those created by you or other developers using the [Alexa Skills Kit \(ASK\)](#). Examples of Alexa skills include the ability to answer general knowledge questions, provide weather forecasts, query Wikipedia and much more.

Take Advantage of the Alexa Voice Service

Use AVS to extend your hardware's capabilities and interact with your customers in new ways. Benefits of AVS include:

- **Create Frictionless Interfaces for Your Customers.** Allow your customers to control your device in more intuitive ways with a natural language voice interface. By integrating AVS with your device, your customer no longer needs to get out their phone, find an app, and use their thumbs to invoke a command. All they have to do is ask via the microphone on your device.
- **Scale Quickly in the Cloud.** AVS is cloud based and scales as your needs scale. You don't need to worry about provisioning hardware and managing infrastructure to power your voice experience.
- **Integrate Easily.** No experience with voice recognition or Natural Language Understanding (NLU) is required. Using AVS, add Alexa to your device in just a few hours. Leave understanding human speech to us and focus on your differentiated value add to customers.
- **Build for Free.** Using AVS to power speech experiences on your devices is completely free.

Want to add Alexa to your device or service? [Sign up](#) and we will email you when AVS becomes available.

The Alexa Fund

Amazon is investing up to \$100 million to support developers, manufacturers, and start-ups of all sizes who are creating unique and innovative experiences designed around the human voice. Learn more [here](#).

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-Dave (@TheDaveDev)

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Alexa Developers
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