

Media Contact

Ian Twinn / Tandem Marketing Communications
iantwinn@tandemcomms.com
(917) 306-7270



Amazon Alexa Voice Service Goes Live on Triby - The Family Friendly Portable Speaker, Connected Message Board and Speakerphone



Triby is the first non-Amazon product to be Alexa-enabled - transforming the way people connect with content and the people they love

New York, New York April 28, 2016 - [Invoxia](#), a leading developer of speakers and telecoms devices, has announced the Amazon Alexa Voice Service (AVS) is now integrated and available on Triby, its family-friendly kitchen device that combines music, messaging and communication functionality in one voice-activated product. Starting today, Triby becomes the first non-Amazon product to be Alexa-enabled.

Triby is a fun addition to any family, transforming the way they connect with the content and people they love. Triby is a digital assistant, Internet radio, connected speaker, hands-free speakerphone, and connected message board all rolled into one! And now with Alexa, customers have hands-free voice control for information from Wikipedia and the web, weather, timers and alarms, news, shopping/to-do lists, sports updates and scores, smart home features, calendar entries, IFTTT, and much more—with new skills being added every week. To learn more about Alexa on Triby, visit www.amazon.com/triby.

As the first non-Amazon product with a built-in Alexa experience, Triby gives families unprecedented access to new and exciting services. Simply say “Alexa, play Adele” and Triby can play Adele from Prime Music, say “Alexa, add milk to my list” and Triby will add it to your shopping list, or “Alexa, turn off the kitchen lights” and Triby becomes a way to access and control the smart home.

“As a company with a specialty in creating speakers and telecoms devices, we are excited by the world of possibilities consumer products like Tribby offer families to improve their lives,” said Sébastien de la Bastie, Managing Director of Invoxia. “Our expertise in far field voice capture and connected devices helped us integrate the Alexa Voice Service quickly, and now the already multi-functional Tribby becomes even more versatile and intelligent, giving people access to continually evolving cloud-based content and services.”

“As one of our first Alexa Fund companies, it’s great to see Tribby offer their customers Alexa integration today,” said Steve Rabuchin, Vice President, Amazon Alexa. “We believe voice is the most natural way to interact with technology in your home, which is one reason we’ve made access to the Alexa Voice Service available to device makers and developers for free.”

The Power of Speech

Invoxia brings its expertise in building state-of-the-art business speakers and conference phones to Tribby. Using four digital microphones, and noise and echo cancellation technologies, Tribby creates a beam to capture voices while eliminating background noise from up to 15 feet away.

With the Alexa-enabled Tribby, users can play music, hear information, get the news, order a ride from Uber, set timers and alarms, control their smart home devices, and much more with just their voice. Along with access to Alexa services, users will also be able to use voice commands to control various aspects of Tribby’s multi-functionality in the future, including making calls.

Wake-word detection works even when Tribby is operating on batteries, thanks to a dedicated ultra-low power chip. To respect privacy, Tribby will not send any audio to the cloud until the “Alexa” wake word is detected. It then alerts the user it is listening with an audio and visual signal, and is immediately ready to carry out the user’s voice command. Customers can also choose to mute the microphone at any time by pressing and holding the push-to-talk button on the right side of the device.

Music Matters

Tribby is an amazing family sound system, ideal for listening to music, podcasts or audio books. Its Wi-Fi and Bluetooth connected speaker delivers impressive sound and lets you switch between content from personal devices, streaming services and Internet radio stations.

Tribby is all about the bass and the treble, thanks to its In Vivo Acoustic® technology that delivers state-of-the-art sound processing. Two built in speakers and a passive radiator are managed by 3D algorithms that create immersive soundscapes with profound bass and clear treble. Surprisingly powerful for a device designed for the kitchen, Tribby is magnetic and mighty, transforming the fridge from an icebox to a boom box. Tribby is totally portable and can be enjoyed wherever family life is happening in and out of the home.

With Alexa, customers can ask to play music from Prime Music, iHeartRadio, or TuneIn simply by asking.

Through Bluetooth, any personal music device or smartphone can be paired. When connected through Wi-Fi, Tribby blasts out music from online radio stations, as well as premium services such as *Spotify Connect*. Users can pre-set their favorite playlists and radio stations through the app, and access and manage them at the push of a button. Tribby’s E-ink screen is always on and displays information about the station, playlist or track they are listening to.

Say goodbye to Landlines

People can say goodbye to landlines as Tribi allows them to make **free** hands-free VoIP calls or turn their smartphone into a crystal clear speakerphone. Now people can catch up while they wash up from up to 15 feet away.

Contacts can be pre-set and managed with Tribi through its dedicated iOS app, and only people within the pre-set group can call Tribi, which means no unsolicited calls. Because it's a closed family network, even the youngest of children can make safe calls to loved ones without having to have their own phone.

Sticky Note 2.0

Tribi transforms the fridge memo into a fun digital experience. Messages, emoji and freestyle drawn doodles can be sent to Tribi via its dedicated app. Messages are displayed via Tribi's E-Ink display and its fun mailbox flag is raised to alert you that a message has been received. Child-friendly, Tribi makes family communications child's play.

Design & Availability

Playful and kid-friendly, Tribi features large simple keys, a robust splash-proof and dirt-proof durable design, and strong magnetic back to attach to fridges and other magnetic objects. Multi-colored rubber protective bumpers are also available to make Tribi even more kitchen friendly. Washable and interchangeable, they are sold separately.

Priced \$199, Tribi first became available through [Amazon Launchpad](#), a program that makes it easy for startups to launch, market, and distribute their products to hundreds of millions of Amazon customers across the globe. Tribi is available on Amazon at www.amazon.com/tribi and at www.tribi.io. Protective bumpers are priced \$19.

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About the Amazon Alexa Voice Service

The Alexa Voice Service (AVS) is an intelligent and scalable cloud service that adds voice-enabled experiences to any connected product with a microphone and speaker. Customers can simply talk to their Alexa-enabled products to play music, answer questions, get news/local information, control smart home products, and more. And with the free Amazon Alexa app, customers can easily control and manage their products from anywhere. Learn more at developer.amazon.com/avs.

About Invoxia

Established in 2010, Invoxia is a global leader in the design and development of telecommunications products and connected devices. Known for its advanced In Vivo Acoustic® technology, its range of market leading conference phones for the home and the office combine stylish design with superior sound and voice capture capabilities. Invoxia is a privately held company based in France with offices in Switzerland, China and USA. For more information visit: www.invoxia.com/