

~NEXTY offers development and approval support services for Alexa Built-in devices~ Amazon Alexa Voice Service × NEXTY Electronics

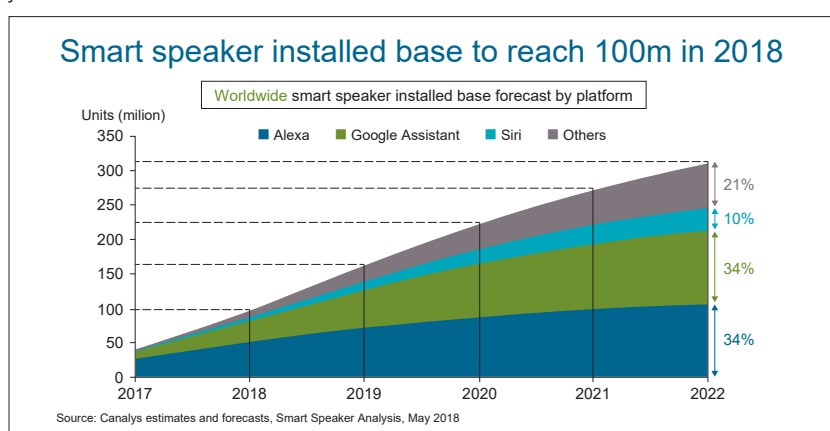
In July 2019, NEXTY Electronics became the first system integrator* in Japan with a solution qualified by the Amazon Alexa Voice Service ("AVS"). We can now offer support to our customers in Japan looking to develop and bring to market Alexa Built-in devices.

Through its experience in-house prototype development and experience with Alexa Built-in products, NEXTY Electronics has built up extensive knowledge on every stage of the process –from understanding AVS requirements to Amazon's product approval, and market introduction of Alexa Built-in products—which led to the company becoming the first system integrator in Japan to be qualified by Amazon.

1. Why Did NEXTY Decide to Become an AVS SI?

■ Growth in the voice assistant market

Amazon, Google, Apple, LINE and other companies have all introduced their own voice assistant services. Starting with smart speakers, a variety of devices around the smart home can now be controlled by voice. This trend is also making its way into the automotive industry.



■ A desire to leverage our expertise and capabilities

Expertise in embedded software development is required in order to enable Alexa on third-party devices and obtain approval from Amazon. We possess proven experience in automotive and other segments since starting our embedded software business in 2004 and have qualified engineers located worldwide.

While our plans are to expand into automotive in the future, we will first work to capture business and offer services related to AVS in Non-Automotive segments.

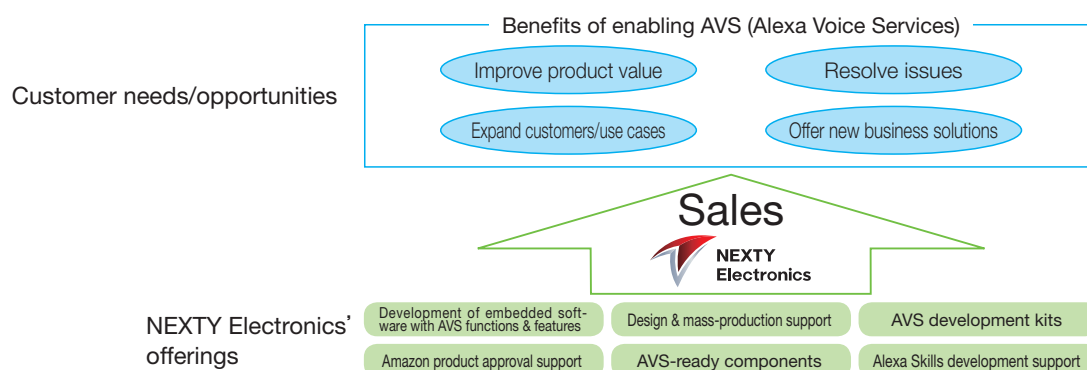
■ Our vision of the future

As an AVS SI, we will help spread the use of Alexa while offering support for the Alexa Skills Kit tailored to specific needs and expanding our offering of services so we can help solve the problems faced by customers who want to introduce smart home devices works with Alexa.

In order to meet the needs of customers who want to add support for voice assistants besides Alexa, such as those offered by Google and LINE, we are working to become the company they think of when looking for help with creating a voice-enabled product.

2. What Do We Offer?

We provide customers with support for every step of the way in enabling Alexa on their products, from planning and development to sales. We offer various support to customers with full use of our in-house resources and external partners.



3. Partner Information

■ Alexa Skills development partner 株式会社 ISAO

ISAO is Alexa Skills Builder agency qualified by Amazon. With its broad expertise and experience in designing voice-controlled apps, which includes development for Google Assistant, ISAO is known as a leader in the Voice UI field in Japan.

One of the company's strengths is that it offers its own Voice UI design sprint^{※1}, enabling it to help customers with everything from the planning stage to service design. As an AWS and Microsoft Azure Partner, it provides services to leverage the cloud, PaaS^{※2} and data intelligence as well as Alexa Skills. With experience in the areas of security and authentication, ISAO provides comprehensive support for development and operations that also includes infrastructure and backend systems. Please feel free to contact the company.

※1 Design sprint: A process embodying behavioral science and design thinking concepts that answers important business questions quickly from a design standpoint.

※2 PaaS: Platform as a Service. A software execution environment that can be used remotely as a service over the Internet. Also refers to such services or business models.



4. Press Release July 8, 2019

■NEXTY Electronics Becomes Japan's First Alexa Voice Service System Integrator Qualified by Amazon

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In July 2019, NEXTY Electronics has become the first system integrator[※] in Japan with a solution qualified by the Amazon Alexa Voice Service ("AVS").

※Systems integrator: A company that supports a series of processes from system development to market introduction.

■Background to acquiring qualification

- Rapid growth in the market of user interfaces using speech recognition and voice interaction. An increasing demand for rapid introduction into Japanese market.
- Amazon is a leader driving the voice assistant market.
- Commercialization of Alexa Built-in devices requires product approval by Amazon.
- Qualified systems integrators that can assist with product approval process are only located outside of Japan.

Drawing on its amassed expertise in supporting the prototype development and approval of Alexa Built-in devices in Japan, NEXTY became the first Japanese company to be qualified by Amazon as an AVS systems integrator.

■Future initiatives

By being qualified as an AVS systems integrator, NEXTY can now offer one-stop support for planning, product development, manufacturing and product approval for customers who want to introduce voice-enabled products to the rapidly growing voice UI market.

★NEXTY Electronics' page introducing its AVS services: <https://www.nexty-ele.com/business/software/amazon-alexa/>

★Amazon's website introducing AVS: <https://developer.amazon.com/ja-JP/alexa>