

**July 8, 2019**

NEXTY Electronics Corporation

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

NEXTY Rolls Out Development and Approval Support Services for Alexa Built-in Devices

NEXTY Electronics Corporation ("NEXTY Electronics"; Headquarters: Minato-ku, Tokyo; President: Atsushi Aoki) has become the first system integrator ※ in Japan with a solution qualified by the Amazon Alexa Voice Service ("AVS").

AVS enables device makers to access cloud-based Alexa capabilities, and Amazon is the leading company driving the voice market. NEXTY Electronics is committed to providing the indispensable support for the development and rapid market introduction of Alexa Built-in products in the Japanese market.

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

**[Background and Purpose of Acquiring Approval]**

The advances of core technologies in AI and deep learning, as well as wide range of cloud-connected services have led to the emergence of an unending stream of products and services, and speech recognition and voice interaction are attracting worldwide attention as the user interfaces that make these possible. With the ability to realize interactive dialog more flexibly and naturally than in the past, this market is undergoing a rapid expansion, especially with regard to smart speakers.

However, product approval from US based Amazon is required to commercialize any Alexa Built-in product. With limited knowledge among product manufacturers particularly in Japan, many are struggling with the ability to bring their products or services to market quickly. Since all Amazon-qualified system integrators are currently located outside of Japan, there has been a growing demand for services to be established in within the country to support development in the Japanese market.

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 certification, 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.

By drawing on its amassed expertise in supporting the development and approval of Alexa-Built-in devices in Japan, NEXTY is dedicated to helping its customers reduce man-hours spent on development and bring their products to market in the shortest timeframe possible. In addition to these support services, the company also plans to expand its menu of offerings to meet the growing needs of the Japanese market, including support for Alexa-related hardware and extended functions (skill development) as well as business model proposals.



**[About NEXTY Electronics Corporation]**

Corporate Name : NEXTY ELECTRONICS CORPORATION  
Head Office : 3-13, Konan 2-chome, Minato-ku, Tokyo, 108-8510 Japan  
President : Atsushi Aoki  
Our business : Semiconductor and electronics product sales  
Embedded software development  
In-house product development, etc.  
Capital : 5,284 million yen (Toyota Tsusho Corporation 100%)

■ Introduction page in NEXTY website

<https://www.nexty-ele.com/business/software/amazon-alexa/>

■ Introduction page in Amazon

For more about AVS (Developer Portal)

<https://developer.amazon.com/ja/alexa>

**For inquiries concerning this release:**

NEXTY Electronics Corporation  
Public Relations Team, Corporate Planning Department  
Tel: 03-5462-9666  
E-MAIL: [nexty\\_contact@nexty-ele.com](mailto:nexty_contact@nexty-ele.com)

