

**“Hey Alexa, book
me a room at...”**

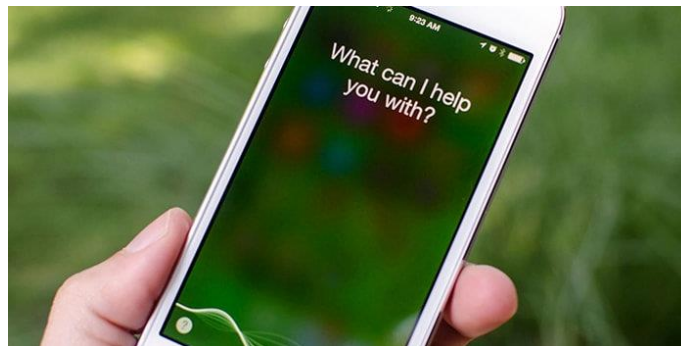
PRESENTED BY:
GREG DUFF, GARVEY SCHUBERT BARER

THE CIO Summit
Thursday, September 7, 2017
Denver, CO



gsblaw.com

Virtual Assistants



Just Another Modest E-tailer

amazon.com

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

Amazon & Travel

Trip Planning



Car Hailing



Travel Updates



Translation



Destination Weather



Guest Services



Trip Planning

K A Y A K

Guest Services

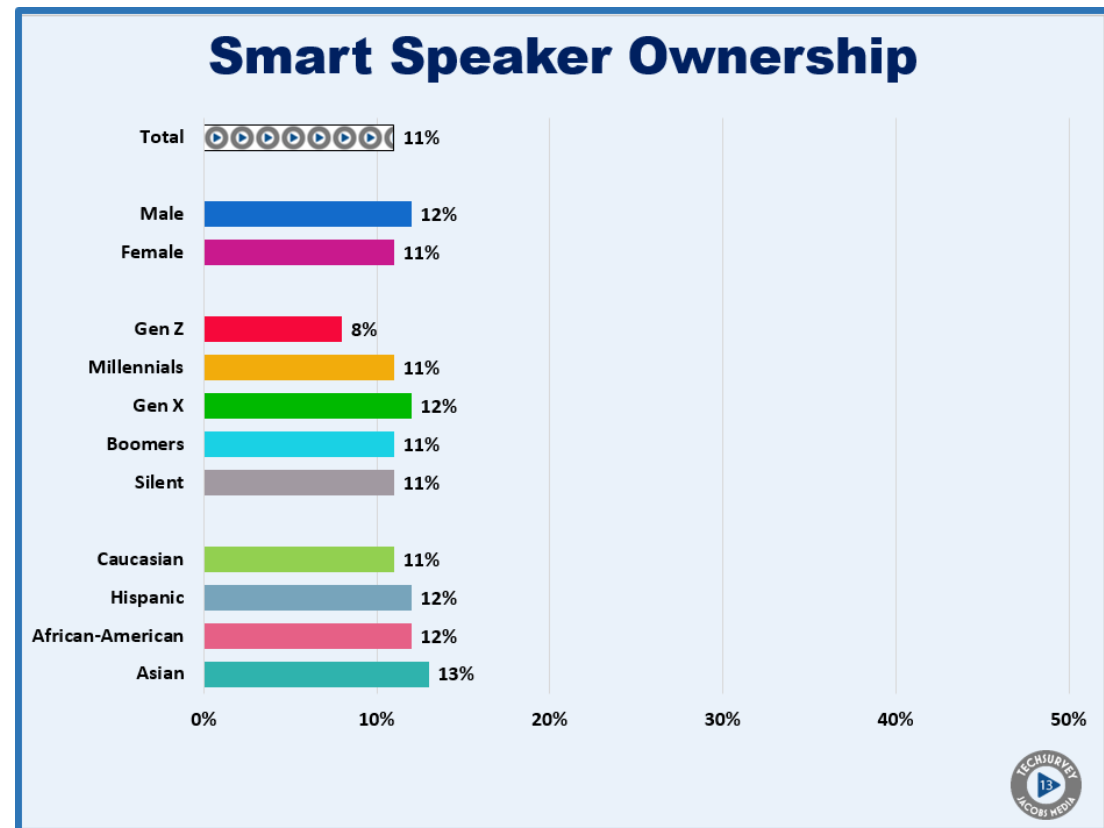
The logo for Volarara features a stylized graphic of five vertical bars of varying heights in a vibrant pink color, positioned above the word "volarara" which is written in a bold, dark grey, lowercase sans-serif font.

volarara

Welcome to the Family!

“One in every ten
owns a smart speaker”

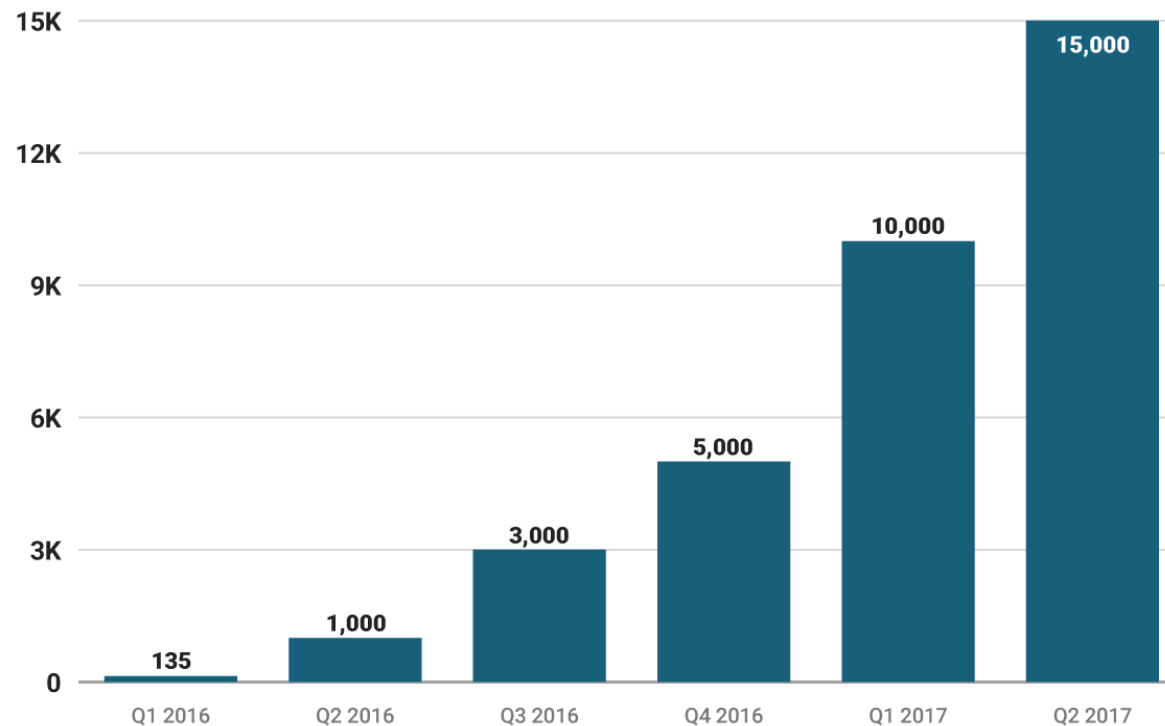
- Jacobs Media Techsurvey13



Well, My Alexa Is Smarter Than Yours

AMAZON'S ALEXA IS A FAST LEARNER

Number of third-party skills available for Amazon's virtual assistant Alexa



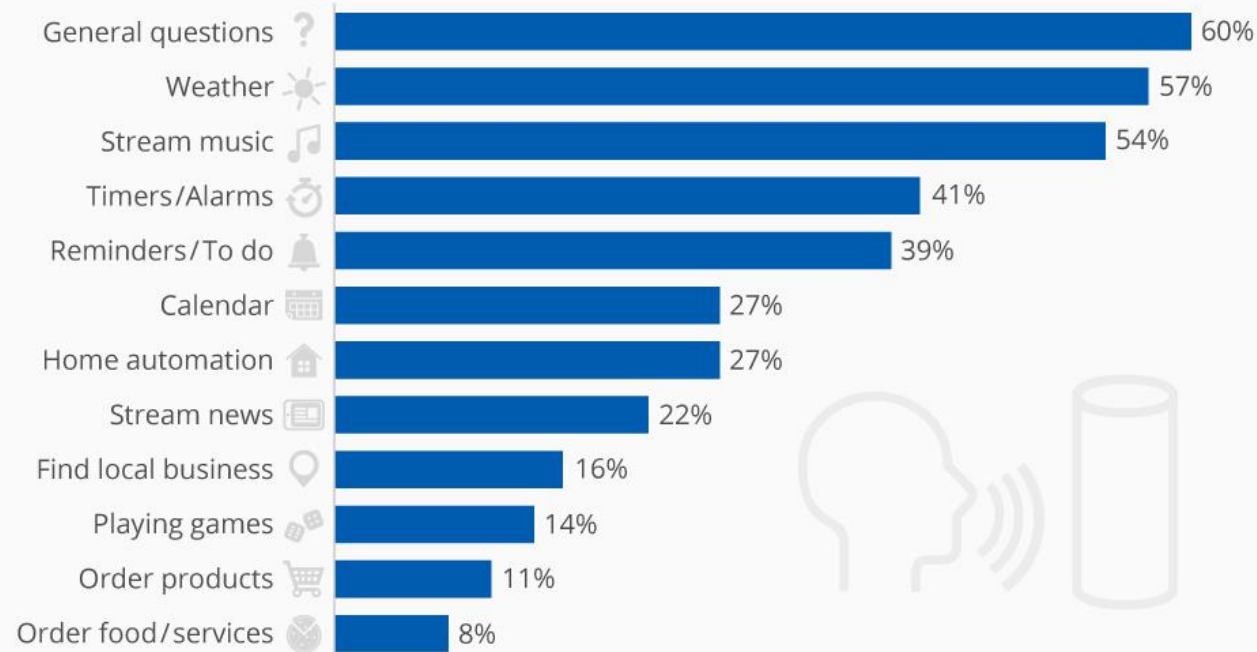
SOURCES: Amazon, Press reports

statista | BUSINESS INSIDER

Cranking Up the Volume

What Are Smart Speakers Used For?

% of smart speaker owners in the U.S. who use the device to do the following



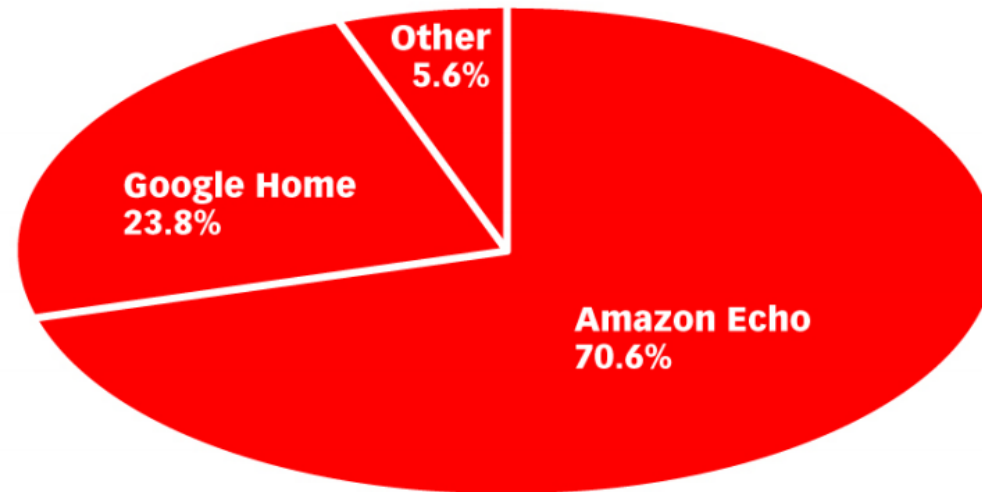
Base: U.S. households equipped with smart speakers in Q1 2017

@StatistaCharts Source: comScore

statista

Getting a Piece of the Pie

US Voice-Enabled Speaker User Share, by Player, 2017
% of total



Note: individuals of any age who use a voice-enabled speaker at least once a month

Source: eMarketer, April 2017

226457

www.eMarketer.com

Virtual Assistants

Benefits

- Inclusive technology
- Multi-tasking
- Uniform method of interaction
- Trust



Virtual Assistants

Challenges

Terms of Use

Volara “Terms of Use”



This document aims to address guests most common questions about I) Volara, II) Alexa, III) music, IV) guest privacy and V) guests' existing Amazon accounts.

I. FAQ about Volara

What is Volara? Volara provides the software that connects voice interactions to the staff and services of the hotel through interactions such as "Alexa, ask the [hotel name] to bring towels to my room?" or "Alexa, ask the [hotel name] where I can get some sushi?"

What can I do with Volara? You can make requests of, and get recommendations from, the hotel. "Alexa, ask the [hotel name] to bring me a toothbrush?" or "Alexa, ask the [hotel name] can you recommend a place for a casual dinner?"

Things to Try

Learn how to use the Echo!
"Alexa, talk to the The Alexis."

Requests
"Alexa, ask The Alexis for more towels?"
"Alexa, ask The Alexis to bring a toothbrush to my room?"

Hotel Information
"Alexa, ask The Alexis where I can find the pool?"
"Alexa, ask The Alexis what time is breakfast?"
"Alexa, ask The Alexis what time is checkout?"

Concierge Recommendations
"Alexa, ask The Alexis where I can get a casual dinner?"
"Alexa, ask The Alexis where I can get a drink around here?"

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Volara “Terms of Use”

"Alexa, pair Bluetooth"
"Alexa, play"
"Alexa, next"
"Alexa, stop"
"Alexa, volume <6>"
"Alexa, pause"
"Alexa, turn it up"
"Alexa, softer"
"Alexa, resume"
"Alexa, mute"
"Alexa, play the program <Radio Lab> on TuneIn"
"Alexa, play the station <KEXP> on TuneIn"
"Alexa, play the podcast <Soundcheck> on TuneIn"

IV. FAQ about Privacy

Can I turn off the microphone on the Amazon Echo device?

Yes, you can turn Amazon Echo device's microphone off by pushing the microphone on/off button on the top of the device. When the microphone on/off button turns red, the microphone is off. The device will not respond to the wake word until you reactivate the microphone by pushing the microphone on/off button again.

Is Alexa recording everything I say? No. The Echo device uses on-device keyword spotting to detect the wake word and only the wake word. When the wake word is detected, the light ring around the top of the device turns blue to indicate that Alexa is streaming audio to the cloud. You can turn the microphone off by pushing the microphone button on the top of the device, which will turn on a red ring to indicate it's muted.

Can I review or delete my voice recordings?

Amazon only stores the audio recordings after the Echo device detects the wake word, along with a fraction of a second of audio from before the wake word was said. These audio recordings from the Amazon Echo device in your room are not associated with your name or other personal information. The hotel does not have access to any Alexa voice recordings from your stay.

Does Amazon store voice recordings from the Echo device? Yes, voice recordings are stored in the cloud in order to improve the service and to make the product better for our customers. Alexa is designed to get smarter every day. When you say the wake word, your subsequent phrases are processed and stored in the cloud to train and

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Virtual Assistants

Privacy

- Personally Identifiable Information (PII)
- Recording
- Data security
- 3rd party requests



Virtual Assistants



Questions

**“Hey Alexa...you
still there?”**

Thank You

CONTACT

BLOG

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