

Press Release invoxia

Paris, October 16th 2015

## invoxia welcomes Amazon investment

triby 



Invoxia announces today that it has received an investment from the Amazon Alexa Fund. The purpose of this investment is to accelerate the integration of Amazon's cloud-based voice service – Alexa – into invoxia's latest device: Tribby. Tribby is a connected speaker that lives in the kitchen. It enables parents, once outside the house, to stay in direct touch with their relatives at home. It will be launched in the USA and Europe at the end of the month. Alexa integration is expected to be added in the coming months.

*"We're excited to work with Amazon and the Alexa Fund to integrate Alexa into our Tribby device," says Sébastien de la Bastie, Managing Director at Invoxia. "Tribby is equipped with invoxia's In Vivo Acoustic® technology allowing it to capture voice from a distance and interact with Alexa hands-free, without pushing a button. By adding Alexa to Tribby, our customers will be able to use their voice to make calls, access news, weather and other information, and control their smart home. We can't wait to bring it to more people."*

Triby magnetically sticks to your fridge and can play music, make calls, and display messages. Thanks to Alexa, customers will be able to simply say things like “Alexa, ask Triby to call mom.” Or “Alexa, set a timer for 10 minutes.”

After Amazon’s own device - Echo - launched in November 2014, Triby will be the first third-party product to integrate Alexa with far-field voice capabilities.

Invoxia is the first company in continental Europe to receive such investment from Amazon.

Both companies share the same vision that the kitchen is a strategic place to deliver innovative services and they are set to go!

### About invoxia

Invoxia is a French High-Tech company that creates and produces audio devices for home & office use. Invoxia has invented In Vivo Acoustic ® technology, which delivers a completely new user experience for music, calls, and voice recognition.

For more information, please visit [www.invoxia.com](http://www.invoxia.com)

### Press Contacts:

Delphine Parmentier - [d.parmentier@licencek.com](mailto:d.parmentier@licencek.com) - +33(0)9.72.33.47.63

Jean-François Kitten - [jf@licencek.com](mailto:jf@licencek.com) - +33(0)1.45.03.21.77

Kai Maack – [k.maack@licencek.com](mailto:k.maack@licencek.com) - +33(0)1.45.03.21.77

Julie Duvergé – [j.duverge@licencek.com](mailto:j.duverge@licencek.com) +1 (212) 401-6179