



Why Alexa?

Alexa is Amazon's cloud-based voice service available on tens of millions of devices from Amazon and third-party device manufacturers. With Alexa, you can build natural voice experiences that offer customers a more intuitive way to interact with the technology they use every day. Our collection of tools, APIs, reference solutions, and documentation make it easy for anyone to build with Alexa.

Start building for voice today by adding new capabilities to Alexa, connecting Alexa to devices, or integrating Alexa directly into your products.



Reach and Delight More Customers

Reach customers where they are through tens of millions of devices with Alexa. And deliver delightful and habit-forming voice experiences that keep them coming back.



Lean on Our Voice Design Expertise

You bring your big idea, and we'll handle the automatic speech recognition and natural language understanding. Lean on our voice design expertise to get started quickly.



Build for the UX of the Future

Use our toolkits to reimagine your customer interactions with Alexa. Join us to push the boundaries of what's possible with voice and advance conversational AI.

What You Can Build with Alexa



Add Capabilities to Alexa

Add capabilities, or skills, to Alexa using the Alexa Skills Kit (ASK), a collection of self-service APIs, tools, documentation, and code samples. Skills make Alexa smarter and enable customers to do more with voice. Build natural, voice-first experiences with our toolkit, and help redefine the way your customers interact with technology.

Learn more: [Alexa Skills Kit](#)



Integrate Alexa into Your Device

Integrate Alexa directly into your products with the Alexa Voice Service (AVS), bringing the convenience of hands-free voice control to any connected device. Through AVS, you can add a new intelligent interface to your products and offer customers access to a growing number of Alexa features, smart home integrations, and skills.

Learn more: [Alexa Voice Service](#)



Connect Devices to Alexa

Connect Alexa to your devices to deliver delightful and intuitive experiences to your customers. Add Alexa to your smart home devices to enable voice control of your smart cameras, lights, entertainment systems, and more. And build your own Alexa Gadgets or create interactive skills that work with Alexa Gadgets such as Echo Buttons.

Learn more: [Alexa Smart Home & Alexa Gadgets](#)



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Alexa Fund

The Alexa Fund provides up to \$100 million in investments to fuel voice technology innovation.

[Learn more](#)



Alexa Prize

The Alexa Prize is an annual university competition dedicated to accelerating the field of conversational artificial intelligence (AI).

[Learn more](#)

Get Started

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Resources



Alexa Voice Service



Resources



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English

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