Press Release

TIM with Amazon Alexa introduces voice interaction AI to Italian households

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Thanks to the important work between TIM and Amazon, TIM’s first foray with Amazon is the introduction of voice interaction Artificial Intelligence to Italian households.

Amazon’s Alexa will allow TIM customers to access informations on the services and offers they have subscribed to and control smart home services and smart devices connected to the Internet with simple voice commands. TIM is starting a pilot adding Alexa into the TIM Box, a real gateway to access all of TIM’s entertainment content and services. Whether it’s to listen to music, play a game, select a favourite TV series, watch the latest news or control your smart home, all you have to do is ask Alexa via the remote control.

Once again, with this initiative TIM confirms its commitment supporting Italy’s digitization process, as provided in the “DigiTIM” Strategic Plan, at the same time adding a further milestone to the digital journey for its customers, also thanks to the support of Amazon.

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