



## NXP and iDevices build a microcontroller enabled smart home IoT Device using the Alexa Voice Service Integration for AWS IoT Core

December 4, 2019

**Las Vegas, Nevada – (AWS re:Invent) – December 4, 2019** – NXP Semiconductors today announced it is leveraging the newly released Alexa Voice Service (AVS) Integration for AWS IoT Core to facilitate the first microcontroller (MCU) enabled smart home Internet of Things (IoT) device with Alexa Built-in. iDevices, the smart home division of Hubbell Incorporated, recently launched [Instinct™](#), the smart light switch with Alexa Built-in. This award winning product utilizes [NXP's i.MX RT106A](#) MCU based solution for Alexa and uses the AVS Integration for AWS IoT Core.

Amazon Web Services (AWS) launched AVS Integration for AWS IoT Core on [November 25th](#), and is demonstrating it at AWS re:Invent 2019 conference in Las Vegas.

Before the introduction of AVS for AWS IoT Core, developers wanting to add Alexa Built-in to products were required to use expensive application processor-based implementations running Linux, which needed a large memory subsystem and often a dedicated Digital Signal Processor (DSP). Now developers can leverage NXP's i.MX RT106A Crossover MCU based solution to reduce the cost of adding Alexa Built-in to their designs by 50%, by eliminating expensive memories and a DSP. The i.MX RT106A delivers a turnkey Alexa Built-in solution running on Amazon FreeRTOS, while leaving resources for the developer's own application software. By offering a turnkey solution for Alexa Built-in, NXP can also significantly reduce the time to market.

"Once backend infrastructure and industrial design were finalized in-house, we needed a turnkey solution for Alexa Built-in," said Shawn Monteith, CTO of iDevices. "Working with NXP and AWS IoT Core provided just that, allowing iDevices to accelerate time-to-market and optimize infrastructure costs."

AVS for AWS IoT Core can also significantly reduce an OEM's lifetime device management costs by reducing the frequency and size of over-the-air (OTA) software updates to devices in the field.

"AVS Integration for AWS IoT Core helps device makers take a step forward in realizing the vision of making ambient computing part of our daily lives," said Dirk Didascalou, Vice President of IoT, Amazon Web Services, Inc. "By leveraging the power of AWS IoT Core, device makers can reduce the cost of producing Alexa Built-in devices and easily add Alexa to new types of products."

### AWS re:Invent 2019 Demonstration and Hands-On Workshops

iDevices' Instinct smart light switches, and NXP's development kit will be demonstrated at the Connected Home Demo in [The Quad](#) at the Aria. AWS re:Invent 2019 attendees can receive hands-on experience with NXP's development kits in workshops held during the conference. The workshops, [Building voice-controlled home devices with AWS IoT and Alexa](#), are open to pre-registered AWS re:Invent 2019 attendees.

### Development Kit Pricing and Availability

Mouser Electronics is now taking [orders](#) for NXP's development kit for AVS Integration for AWS IoT Core. The SLN-ALEXA-IOT development kit will begin shipping from [NXP](#), Mouser and other authorized NXP distributors later this month for an MSRP of \$149.00.

### About iDevices

iDevices®, the smart home division of Hubbell Incorporated, is making the everyday extraordinary with their premium line of Wi-Fi® and Bluetooth®-enabled products. With a comprehensive set of both plug-and-play and in-wall solutions, iDevices manufactures connected power, lighting, and climate control solutions for homeowners, professional installers, and builders alike. Their world-class team of in-house engineers and software developers maintain a forward-looking approach to in-field upgrades and platform integration; ensuring their products always remain at the forefront of home automation. iDevices seamlessly connects people to their worlds with sophisticated technology that enhances everyday life. For more information, visit [iDevicesinc.com](#).

NXP and the NXP logo are trademarks of NXP B.V. ARM and Cortex are trademarks or registered trademarks of ARM Ltd or its subsidiaries in the EU and/or elsewhere. All other product or service names are the property of their respective owners. All rights reserved. © 2019 NXP B.V.