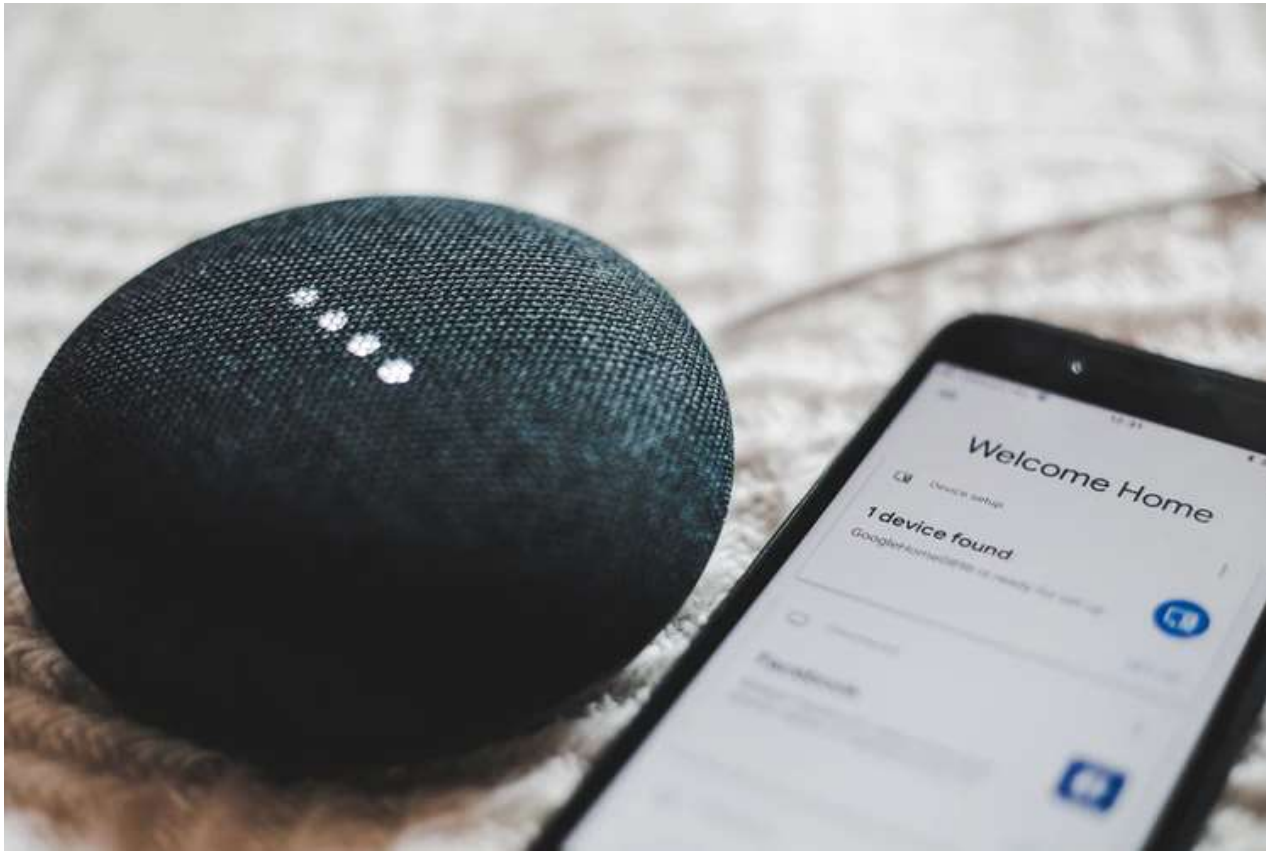


# Welcome

---

## What Do I Do with a Smart Speaker?





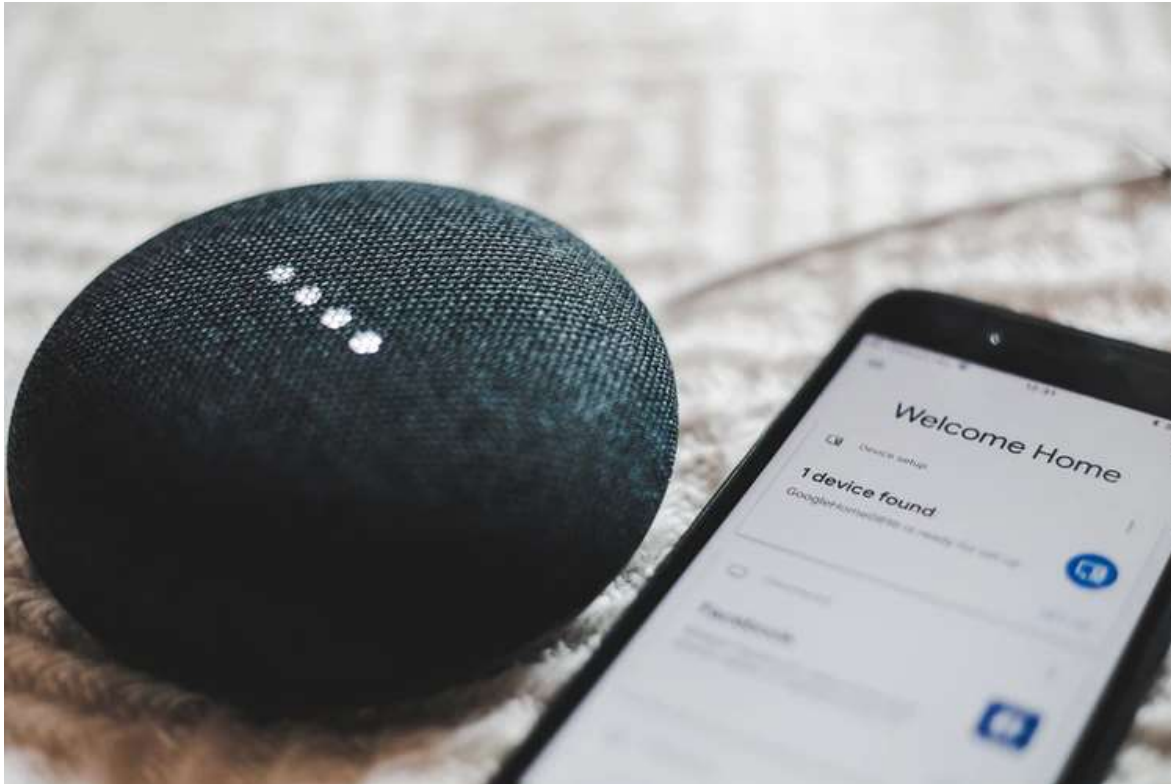
# Don Frederiksen

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SeniorTechClub.com

## Getting the Most from Your Smart Speakers

# Wake Words



I can't avoid using wake words like "Alexa" or "Hey Google." Sorry 😞

# I will not say “ Alexa Order Bisquick”



**Jimmy Kimmel Live** ✓  
@JimmyKimmelLive



Jimmy is *\*really\** sorry for setting off your Alexa. What do you say we do it again? (Upload your video and tag us!)



# Our Learning Tools

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- Slides – Downloadable from class page or chat
- Demonstrations
- Your Questions
  - “Hey Don” or Chat
  - Email: [don@SeniorTechClub.com](mailto:don@SeniorTechClub.com)
- Online Class Page at:  
[Links.SeniorTechClub.com/SHIFT17](https://Links.SeniorTechClub.com/SHIFT17)  
Additional Information Links



# Our Learning Plan

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## Getting the Most from your Smart Speakers:

- The Smart Speaker Lineup (Amazon & Google)
- Language Lessons
- Privacy
- Top Six Functions you should be using with your Smart Speaker



# What is a Smart Speaker?

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Loudspeaker with a Voice Command Function

Integrated Virtual Assistant

- Google – Google Assistant
- Amazon - Alexa

Connectivity

- WiFi
- Bluetooth



# What are Virtual Assistants?

---

Makes the speaker “smart”

A software agent that can perform tasks or services for an individual based on voice commands or verbal questions.

Common examples:

- How old is Betty White?
- Set a timer for 3 minutes.
- Play the song Hallelujah by Leonard Cohan
- Turn on the office light





# Common & Growing

25%

OF AMERICANS OWN A SMART SPEAKER

40%

OF AMERICANS OVER 18 HAVE A SMART SPEAKER IN THEIR HOME

40%

OF SMART SPEAKER USERS HAVE MORE THAN ONE DEVICE

54%

OF SMART DEVICES USE VOICE COMMAND OPTIONS



# Which Speakers are Popular?

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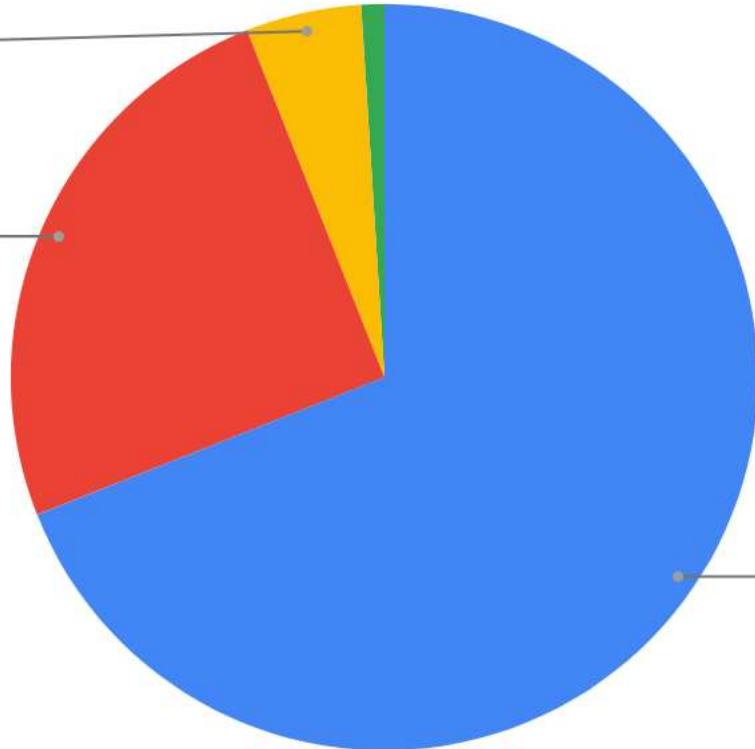
## Smart Home Speakers Market Share

Consumer Intelligence Research Partners

Apple Home Pod  
5.0%

Google Nest/Home  
25.0%

Amazon Echo  
69.0%



# Who are the Leaders?

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The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, green, red).The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font with a curved orange arrow underneath it.

# Amazon Echo Devices

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From \$40 to \$200 (Lot's of Deals)

Vary in speakers and some have displays



# Amazon Alexa

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Name chosen by developers with a hard consonant for recognition

Released with Amazon Echo smart speaker in November 2014

Today Alexa is available on 20,000 devices including:

- Smart Speakers
- TVs
- SmartPhones and Tablets (Devices and Apps)
- Computers
- SmartHome
- Wearables
- Cars – Buick TV Ads



# Amazon Alexa

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Amazon Wants Alexa Everywhere – The Ultimate Echo Smart Device

- \$250



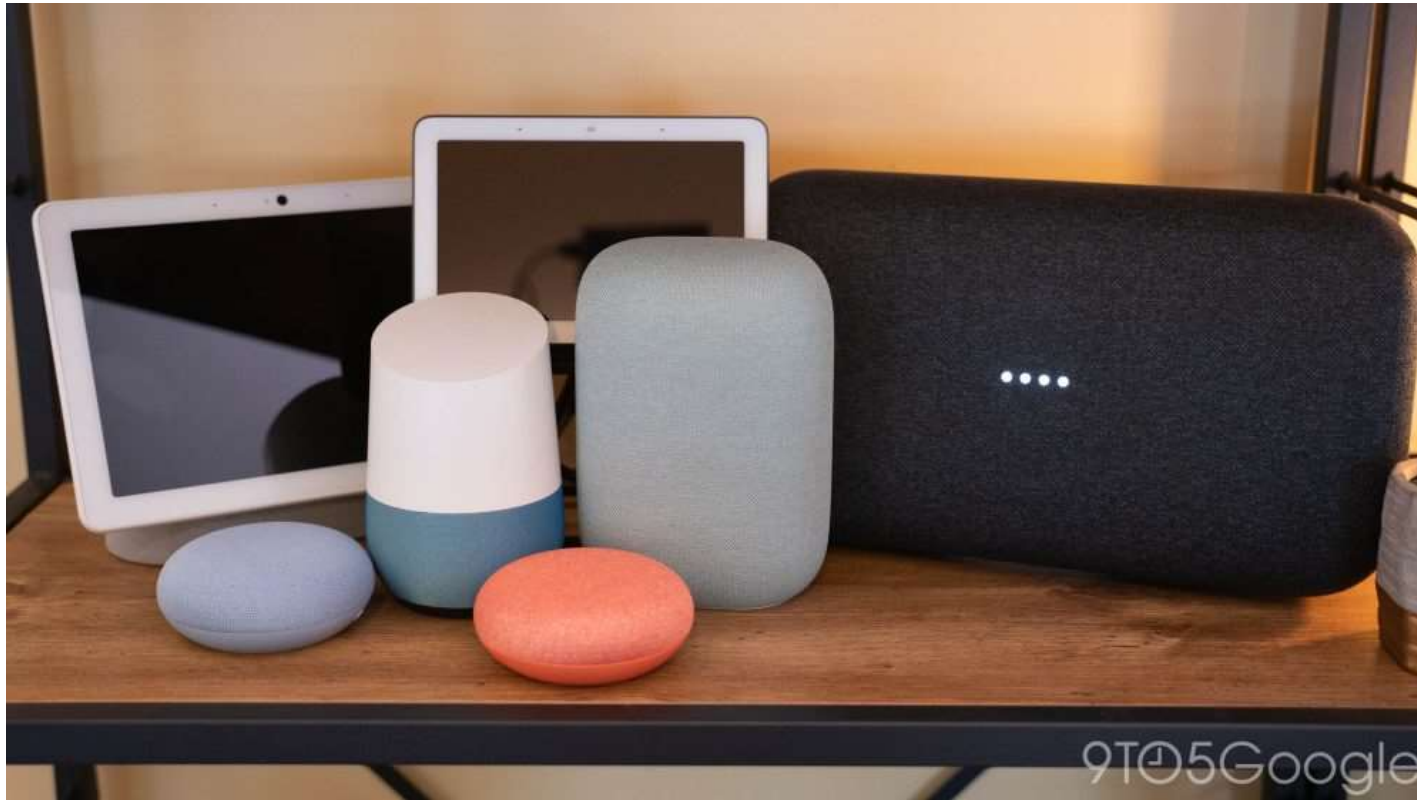


# Google Nest/Home Devices

---

\$25 to \$300 (Lot's of Deals)

Vary by Speaker – Some have displays



# Google Assistant

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Released in May 2016 with smart speaker Google Home

Integrated into Android smartphones.

- Smart Speakers
- TVs
- SmartPhones and Tablets (Devices and Apps)
- Computers
- Home/Nest
- Appliances
- Cars via Android Auto & Native in Audi and Volvos





# Companion App for your SmartPhone

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Apple App Store or Google Play Store

Search for Alexa or Google Home

Use to:

- Register to your name/account
- Set Up WiFi and Bluetooth
- Access Privacy settings
- View Lists and Notes

And more





Poll- What  
Smart  
Speakers do  
you have or  
use?



# Virtual Assistant Language Lessons

# Understanding the Syntax

---

## Three Steps:

### 1. Invoke/Summon

“Alexa” or “OK or Hey Google”

### 2. Question or Command

### 3. Response or Follow Up



# Invoke/Summon

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## Amazon

### Wake Word options

- Amazon, Computer, Echo & Ziggy

### Voices

- Gender & accent options
- Celebrity Voices Shaq, Samuel L Jackson, Melissa McCarthy

## Google

No official way to change Hey/OK Google

### Voices

- Gender & accent options



# Understanding the Syntax

---

## Three Steps:

1. Invoke/Summon

2. Question or Command

3. Response or Follow Up



# Question or Command

---

## Who, What, When, How

- What's the weather/time/date
- How old is Tony Bennett White?
- Who is married to Paul McCartney?
- When is Easter/summer/Labor Day/July 4th?



# Question or Command

---

Know your essential action/command words

- **Set** a timer/alarm/reminder
- **Play** music/podcast/sound
- **Turn on/off** light/device
- **Add**
- **Create**
- **Stop**
- **Softer/Louder**





# Tips

---

Pause after invoke

Ask directly – be concise, not

- “can you tell me” or “do you know”

Minnesota Nice doesn't add to clarity –Please and Thank you not required

Ask only one question or command.

- How old is Paul McCartney and how tall is he? (Only Google Completes)

Ability to remember context is increasing. But don't count on it.

- Alexa and Google are better. Siri not so much
- How old is Paul McCartney. Second request: How tall is “he. “



# Understanding the Syntax

---

## Three Steps:

1. Invoke/Summon

2. Question or Command

3. Response or Follow Up



# Which Smart Speaker is the Funniest?

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## Comedy Face Off

The Google logo, consisting of the word "Google" in its signature multi-colored font.The Amazon logo, featuring the word "amazon" in a bold, lowercase, black sans-serif font with a curved orange arrow underneath it.

# Other Ways to Have Fun

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## Profound questions

- Do you know the muffin man?
- Personal questions
- What is the meaning of life?

## Ask them to perform

- Sing
- Beat box





# Privacy

# Privacy & Security Concerns

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1. Smart Speakers are not for everyone. Some are not comfortable with the privacy/convenience balance.
2. Take comfort in the number of consumers (126 million speakers)
3. Always listening for the wake word
  - They record what you ask and send it to Google & Amazon
  - Store it based on settings or your requests.
4. Privacy Policies – what do they do with your data



# Privacy Tips from the FTC

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Know when it's listening – **mute** the mic when not in use

Check your settings – Smartphone App

- History – Periodically delete

Lock down your login

Know what's connected

Secure your router/WiFi



# Privacy

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Look for additional privacy recommendations and information on the class page under additional information.







# Six Functions for your Smart Speaker

That you should be using!

# Using your Smart Speaker

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## My Six Recommendations :

1. Bring Music to you Life
2. It's your Answer Box for Trivia, Facts, News & Information
3. Radio & Podcasts
4. Helping you Stay Organized
5. Get a Smarter Home





Bring Music  
to your Life

# Bring Music to Your Life

---

There are many ways to listen to music at home, but smart speakers are....

Just Smart.

What you need:

- Online Music Service (free or paid)
- Music Command words

Optional tools good for music

- Speaker Groups
- Bluetooth Send & Receive
- Connect Smart Speaker to home stereo



# Bring Music to Your Life

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## Online Music Service

- Google: Spotify, Pandora, Apple Music, YouTube Music
- Amazon: Spotify, Pandora, Apple Music, Amazon Music
  
- All Except Apple have limited free plans
- All offer trial (1-3 months)
- Amazon Prime Music is included with Amazon Prime

Set up default music service – Setup app



# Bring Music to Your Life

---

## Music Commands – Some Examples

- Play [song / album / artist]
- Play [playlist name]
- Play [version type] [song/ album]
- Play [version type] [song/ album/ music] by [artist name]
- Play [version type] [genre name] [song/ music]
- Play [version type] music
- Who is this?
- Stop/Pause/Resume/Skip
- Softer/Louder



# Bring Music to Your Life – Optional Tools

---

## Setup Speaker Groups

- Setup app
- Combines/synchronizes multiple devices to play together
  - Play Adele in the Basement group

## Bluetooth

- Smart speakers can send and receive music over Bluetooth
  - Play music from smartphone to smart speaker
  - Play music from smart speaker to Bluetooth speaker on your patio

## Audio Out – Amazon Only

- Use the 3.5 mm audio out plug to plug in other speakers or headphones.

## Connect Smart Speakers to Home Stereo System – Amazon Only

- Brings online music to your home stereo – good quality
- Most smart speakers have audio out (3.5 mm) port connect to RCA ports
- Purchase cable to connect to home stereo





# Your Information Answer Box



# Your Answer Box on the Counter

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Your Smart Speaker is a complete tool for answering your questions and providing information.

Questions/Trivia

News

Weather

Traffic

This is built in. Only the right command words are needed.



# Answer Box Questions

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## Thousands and Thousands:

What's the weather/time/date/news

How old is Tony Bennett White?

Who is married to Paul McCartney?

When is Easter/Spring/Labor Day/July 4th?

How many teaspoons in a tablespoon?

Tell me a Joke

What is the meaning of life?

What is the population of Duluth MN.



# Which Smart Speaker is the Smartest?

---

## Smarty Face Off

The Google logo, consisting of the word "Google" in its signature multi-colored font.The Amazon logo, featuring the word "amazon" in a bold, lowercase, black sans-serif font with a curved orange arrow underneath it.

# Answer Box Recommendation

---

Have  
Fun!





# Radio & Podcasts

# Radio & Podcasts

---

Remember the Radio playing in the kitchen of your family home?



# Radio & Podcasts

---

Use your Smart Speaker to play radio

Smart speakers play radio through one of the radio services available:

- Tunein
- iHeartRadio
- Audacy

My recommendation: just ask for the station by call letters and frequency. Here are some Twin Cities favorites that have been tested.

- Play KNOW 91.1
- Play WCCO 830
- Play Cities 97.1
- Play KS95 94.5
- Looking for something else specific, try to add detail to the request



# Radio & Podcasts

---

Use the setup app to set/link the default podcast provider

- Google: Spotify or Google Podcast
- Amazon: Apple Podcast, Spotify, Audible, Tunein, iHeartRadio

## Podcast Commands

- Play the podcast [podcast name]
- Play the podcast [podcast name] from [podcast service name]
- Pause/Resume
- Next/previous (episode)
- Fast forward/rewind [x minutes]







# Helping you Stay Organized

# Timers, Alarms, Notes, Lists & Reminders

---

Your smart speakers provide tools for helping you stay organized and engaged.



# Timers & Alarms

---

## Set Timer for x time

- Set Timer for 5 minutes

## Set Alarm for time

- Set Alarm for 7 AM



# Notes, Lists & Reminders

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## Core Concept:

Use your voice command to create, add and manage notes, lists and reminders

## Use the Companion app to:

- View
- Manage
- Check off
- Delete



# Lists – shopping, to-do, project

---

Use your smart speaker to:

Create one or more lists

- Create List “Don’s Christmas”

Add items to a list.

- Add “Apple Watch” to “Don’s Christmas”

Use the companion app to view the list or take the shopping list to the store.

# Shopping List Demo

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# Get a Smarter Home

# Smart Home

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## Imagine

- Unlock your front door with your phone
- Your security system disarms and reports
- The lights come on automatically
- The blinds on your windows close
- Robot vacuum has cleaned up
- Your thermostats set your heat or AC
- Your music playlist begins
- You command, “Turn on CBS News with Norah O’Donnell”

And more.





# Getting Started with a Smart Home

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Start slowly

Your Smart Speaker can become the voice control hub of your smart home

Start with:

- Smart plugs, outlets and lights, even light bulbs
- TV's and Remotes.

Over time, look for “smart” changes like thermostats, garage door openers, door locks and doorbells and camera.

# Getting Started – Try it Out

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TP-Link Wi-Fi Smart Plug  
available at Target



General Electric Full Color  
Smart LED Bulb (Target)



# Our Learning Plan

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## Getting the Most from your Smart Speakers:

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# Follow-up Questions?

[don@SeniorTechClub.com](mailto:don@SeniorTechClub.com)

More Information & Download

[links.SeniorTechClub.com/SHIFT11](https://links.SeniorTechClub.com/SHIFT11)

# Upcoming SHIFT Tech Workshops

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March 14 – 6:30 PM – Why Would I  
Spend \$200+ for an Apple Watch?

This is not a Rolex!





Thank You!

Stay Well

Never Stop Learning