

## **For Immediate Release**

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### **Smart Community Technologies Working with Amazon.com on First Ever Proactive Virtual Assistant**

*Mobile technology and artificial intelligence (AI) experts pursue proof of concept for meshing "Alexa skills" with customer loyalty programs*

*Potential exists for Alexa to proactively suggest the perfect entertainment package... and the ideal date*

Cumming, Georgia, July XX, 2017—A Georgia-based company is edging its way to the forefront of voice-based, AI-driven, virtual assistant technology. Smart Community Technologies (in conjunction with ReThink Technologies, is working with Amazon to research the potential for *proactive* (rather than *reactive*), voice-driven AI for customer loyalty and online dating via the Alexa Echo and the Echo Dot.

Smart Community and ReThink have resuscitated struggling businesses with popular customer loyalty programs that use a unique blend of software and mobile technologies – such as geo location, geo fencing, and gamification. Now Smart Community hopes to mesh their existing customer loyalty technology with Alexa Echo's personal assistance skills. Instead of a human voice command triggering Alexa's response, Alexa will proactively suggest customer loyalty packages.

Amazon is actively encouraging developers to produce "Alexa skills" for the Echo, and Smart Community is planning to develop Alexa skills that initiate a conversation after observing users' movements via motion sensors. Currently, Smart Community welcomes inquiries regarding investment capital for a proof-of-concept build for the Alexa skills project.

Steve Schroeder, Founder and CEO of Smart Community says, "Alexa will soon be programmed to work with our customer loyalty program app so you can hear about great entertainment packages along with your balances and rewards. Once that's integrated with our online dating functionality, Alexa can also help you find the ideal date to accompany you."

Other projects that Smart Community is involved in include mobile point-of-sale solutions/integrations with Ford Motor Company and local dealerships in Florida. SC is using AI in business reporting. The company is also working on providing proactive consumer updates, reporting, and suggestions controlled by an app and AI.

#### **About Smart Community Technologies**

Smart Community is a mobile technologies company designing custom apps for small business, communities, special needs causes, and local schools and churches. Smart Community creates

innovative strategies with mobile gamification, customer loyalty, cause marketing, and digital offers, using a membership concept similar to Amazon Prime.

Smart Community Technologies specialize in AI, geo location, geo fencing, gamification, and Augmented Reality. The company understands how to mix and match these technologies in unique ways to come up with proprietary solutions.

Smart Community has used its knowledge of these software and mobile technologies to create successful customer loyalty programs. Smart Community is also making inroads with golf courses, casinos, online dating, and other verticals to implement the same approach. Smart Community has written about these solutions and strategies inside a number of publications. Request information from [www.smartcommunitytech.com](http://www.smartcommunitytech.com)

#### **Mission Statement:**

Smart Community seeks to use technology in an innovative fashion, not only to drive higher profits for business owners, but to fund important causes, support local communities, and help schools, and churches. We help small business automate revenue, so we have the time needed to make a difference, and connect with others, while having the money to help those in need. We think we can balance a successful work life with a successful home life, and we think technology can be our friend to help us accomplish this task. Our mission is to leave a legacy for our next gen leaders.

#### **About Amazon.com and the Alexa Echo**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.amazon.com/about](http://www.amazon.com/about). Learn more about Amazon Prime Now, Shop, or Download the App at [www.primenow.com](http://www.primenow.com).

The Alexa Echo is a hands-free speaker that you control with your voice. Alexa can provide personal assistance in the form of news, weather reports, music, and shopping recommendations. Consumers who own an Alexa Echo can download from the Amazon app store additional "Alexa skills" to help them with other areas of interest, such as recipes, a seven-minute workout, or ordering a pizza from Domino's.