Voice-controlled smart assistants were everywhere at IFA 2017, as multiple companies took a stab at putting such capabilities, be it through Amazon Alexa, Google Assistant or Microsoft Cortana, in a piece of hardware.



Surprisingly, while the show took place two assistant makers announced a partnership-- one allowing Alexa and Cortana to play nice with each other. Thus, Cortana users will be able to summon Alexa to shop on Amazon, while Alexa users get access to Cortana features such as calendar management and location-based reminders.

But back to the actual product offerings. On the Alexa side, Logiech UE Boom and Libratone Zipp wireless speakers get the Amazon assistant via update, as will the Bragi Dash earbuds. DTS also had a number of Alexa-enabled products, including the Phorus PS10 wireless speaker, Onkyo Smart Speaker P3 and Pioneer Elite Smart Speaker F4.

Google Assistant was arguably the most popular assistant of IFA 2017. The search giant's take on digital assistants was only opened to 3rd parties recently, but companies already have enabled products. Smart speakers seen at the show include Panasonic's rectangular GA10, Sony's HomePod-style LF-S50G, the Anker Zolo Mojo, the JBL Link 10, 20 and 300, and the TicHome Mini from Chinese company Mobvoi.

Assistant comes built into Android smartphones as standard, and IFA had a couple of announcements in that regard-- namely the LG V30 flagship and the Sony Xperia XZ1 and XZ1 Compact handsets.

Cortana was not seen in speakers at IFA, but it did show up in tablets and laptops, since the assistant comes included in Windows 10. Notable devices running on the Microsoft OS include the Lenovo Yoga 920 and the Acer Spin 5, both convertible laptops featuring far-field microphones allowing one to speak to Cortana from a distance.

All the above mentioned assistant-enabled products will be hitting the market in the coming months.

Go Alexa Meets Cortana, Cortana Meet Alexa

Go Amazon Alexa

Go Google Assistant

Go Microsoft Cortana