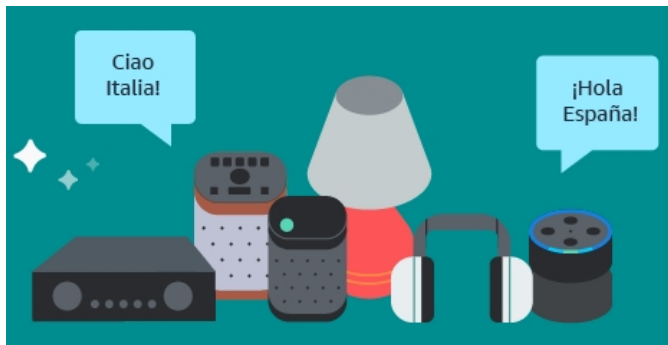


Amazon follows on the June 2018 announcement of support for the Spanish and Italian languages by bringing Alexa and Echo devices-- namely the Echo, Echo Plus, Echo Dot, Echo Spot and Echo Sub-- to Spain and Italy.



The devices come to the two European countries as the company launches the updated version of Alexa Voice Service (AVS) able to handle the languages. As well as language support, Italian- and Spanish-language Alexa includes culture-specific updates, with partnerships with local brands providing local news article suggestions and even regional recipes.

The update should also rollout to 3rd party Alexa devices. An Amazon blogpost details the extent of such products coming to Italy and Spain via Sonos, Bose, Harman Kardon, Jabra, Netgear, Huawei, Sony, Grundig and Energy Sistem, among others.

A more European Alexa was a long time coming-- after all, the Amazon assistant only got French back in June, and as far as other languages are concerned it only speaks English, German and Japanese. In comparison, Apple Siri speaks 20 language, Google Assistant speaks 16 (with support for over 30 languages coming by end 2018, Google claims) and Microsoft Cortana speaks 7.

That said, one has to keep in mind "teaching" an AI how speak a language is very tricky business. For instance, the Chinese likes of Baidu and Xiaomi are still struggling to create an assistant able to speak anything other than Mandarin Chinese.

Go [Alexa Voice Service Launches for Italy and Spain](#)