

## Sonos Buys AI Voice Platform

Written by Marco Attard  
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Sonos might be looking to reduce dependence on 3rd party voice assistants with the acquisition of Snips, a Paris-based developer of an AI voice platform for connected devices. The cost? \$37.5 million.



Founded in 2013, the Snips team counts over 50 engineering, machine learning and product development staff. The solution from the company features proprietary technology allowing for voice processing on the device, something it says allows for accuracy, efficiency and privacy while minimising footprint and dependence on the cloud. The voice assistant is also custom-built for specific tasks, and should run alongside other general purpose assistants currently available on the Sonos platform.

“Millions of people have come to enjoy the ease of controlling music with their voice. Today’s announcement gives us the added talent and technology to create an even more differentiated and immersive experience for customers, both inside and outside of the home,” Sonos says.

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“We’re excited to welcome an incredible Snips team to the Sonos family to help bring this vision to life.”

Go [Sonos Announces Acquisition of Snips](#)