

Press Release

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transcosmos inc.

transcosmos “DECAds Connect Edition” is now compatible with “Amazon Alexa”

Helps clients make their digital and AI/bot services compatible with smart speaker, simple and fast

“DECAds Connect Edition”, a unique communication platform offered by transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), is now compatible with “Amazon Alexa”, a cloud-based voice service by Amazon. “DECAds Connect Edition” enables clients to offer their unique services (data) and AI/bot-based chat services simply and quickly via Alexa-enabled devices including “Amazon Echo”, a voice control hands-free speaker.



“DECAds Connect Edition” is a communication management platform which can connect with various communication channels including LINE and Facebook Messenger. Now compatible with “Alexa”, a cloud-based voice service by Amazon, the platform delivers not only text-based communication but also voice-based communication for users simply by talking to “Echo” which ultimately creates a whole new customer experience. What’s more, clients can communicate with their customers via a channel which best suits customer expectations and needs. transcosmos assists clients to make their services (data) compatible with “Alexa” as well as deploy AI/bot-based chat services that support “Alexa”.

- transcosmos custom Alexa skill, “Harapeco Bangohan (“Hungry, let’s have dinner!”)”

transcosmos launched its custom Alexa skill, “Harapeco Bangohan” using Alexa-compatible “DECAds Connect Edition”. Just by saying “Alexa, give me some menu ideas for tonight with Harapeco Bangohan”, the service comes up with dinner menu suggestions from as many as 145 main dishes and 55 side dishes. With this new hands-free service, users can get dinner menu ideas - which isn’t as easy as you think - whilst taking care of household chores and their kids, without the use of a smartphone, a must-have item before.



■ About Alexa

Alexa – The Brain Behind Amazon Echo

Alexa—the brain behind Echo—is built in the cloud, so the service is always getting smarter. Just ask and she’ll answer questions, play music, read the news, set timers and alarms, check your calendar, get baseball scores or Sumo match results, and much more. With far-field voice control on Amazon Echo, you can do all this from across the room using just your voice.

■ About Echo

Amazon Echo – Hands-Free, Always Ready, and Fast

Echo is designed around your voice and is hands-free and always ready—ask for information, music, news, weather, and more from across the room and get results instantly. Echo uses far-field voice recognition with an array of seven microphones to clearly hear you around the room. Advanced beam-forming technology combines the signals from the individual microphones to suppress noise, reverberation, and even competing speech. Echo's advanced audio design includes a dedicated tweeter, a 2.5" down-firing woofer, and Dolby processing to deliver crisp vocals and dynamic bass throughout the room.

■ About DECAds Connect Edition

DECAds Connect Edition is a communication management platform which helps clients communicate with their customers by suitably combining various communication channels including LINE and Facebook Messenger with clients' customer data, purchase data, website log and other customer databases as well as with chat solutions like bot and AI. With this platform, clients can send messages to their customers and execute chat-based initiatives without any development. At the same time, its API based design helps clients drastically reduce man-hour to connect various communication channels as well as to set a link to external databases and solutions.

■ About integrated platform "DECAds"

"DECAds" is an integrated platform which connects businesses and consumers through the power of communication. With its chat ads delivery feature, DECAds first invites users from ads to chat. Through communicating with the users via chat, DECAds helps users solve challenges they face whilst boosting their interests in products and services. It ultimately boosts user engagement. What's more, DECAds can link with transcosmos's unique "DEC" service menu, including a DMP service "DECcode" and API for business "DECAds Connect Edition", as well as with other partner AI/BI tools, enabling DECAds to deliver channel integrated communication by integrating, analyzing and leveraging various data collected via multiple channels.

■ transcosmos "DEC" Services

transcosmos has integrated Digital Marketing, E-Commerce and Contact Center functions into "DEC", taking the initial letter of each, and providing DEC services to our clients. In order to accommodate changes in consumer behavior in the digital world, we believe it essential for businesses to provide digital-based one-stop services for their customers from ads, to purchase, to customer care. transcosmos develops and provides an integrated platform "DECAds" which delivers our "DEC" services.

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*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior "people" with up-to-date "technology" to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients' business processes focusing on both sales expansion and cost reduction through our 177 locations across 33 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers in 49 countries around the globe. transcosmos aims to be the "Global Digital Transformation Partner" of our clients, supporting the clients' transformation by leveraging digital technology, responding to the ever-changing business environment.

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