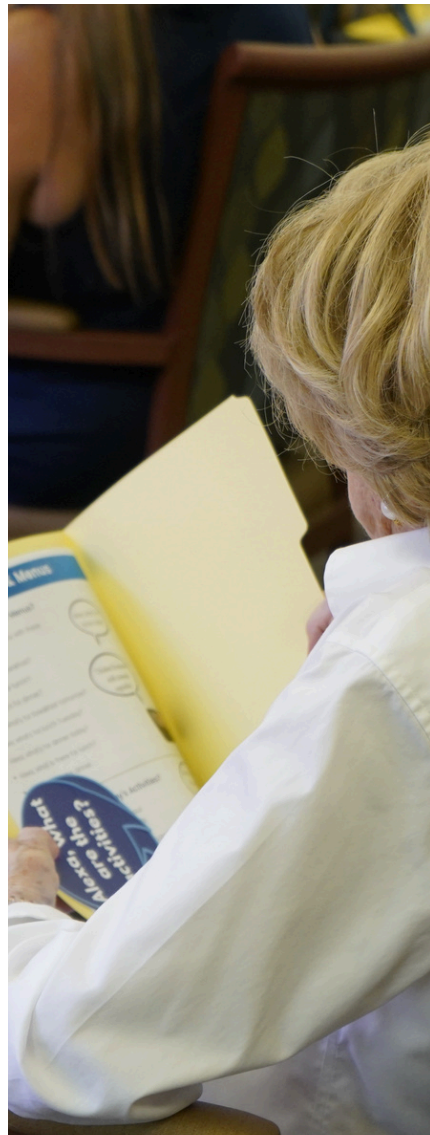




ALEXA PLAYBOOK

Getting Started with Alexa and Speak2

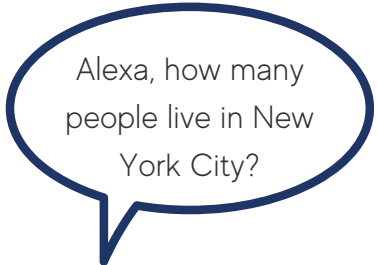
You're going to love Alexa! Having Alexa is like having a personal concierge in your apartment. Ask it just about anything, hear music, play the news, set reminders, and most importantly, connect with your community content and services!





WELCOME!


Speak2 and Amazon Alexa are excited to introduce you to Alexa, a concierge and communication tool. We have Alexa and apps for family, residents.



Alexa, how many people live in New York City?

Top items to try

- Engage with your community - ask for the calendar, menu or notifications
- Set reminders - appointments, birthdays, upcoming events
- Play music - genres, artists or radio stations
- Make audio or video calls - call a community contact (ex. Front Desk)



Alexa, what is for dinner?

ABOUT ALEXA

Alexa is a voice activated device. Say her name and she will answer. She is a clock radio you can talk to.

- Set reminders, alarms
- Ask for time, date or weather
- Play music, news or soundscapes
- Ask math or for spelling
- Ask for questions or trivia

You cannot purchase anything with this Alexa.

ABOUT SPEAK2

Speak2 will share information about your community on Alexa or apps. Residents can download the Neighbors app.

- Learn about the calendar or menu
- Hear from your community with news or announcements
- Register for events

Families can make video, audio or send photo/voice messages with the Community App. Ask your community to sign up.

To add contacts or make/receive audio or video calls, please reach out to your main community liaison to either add contacts or join the Speak2 Community (Family) App.

Privacy Points

Your data is completely protected. These are not personal devices. The Alexa app, phone number or computer are not needed. Speak2, your community nor Amazon do not collect or store data. Please see more details on privacy and security in the Privacy Points document.

About the Device: Echo Dot

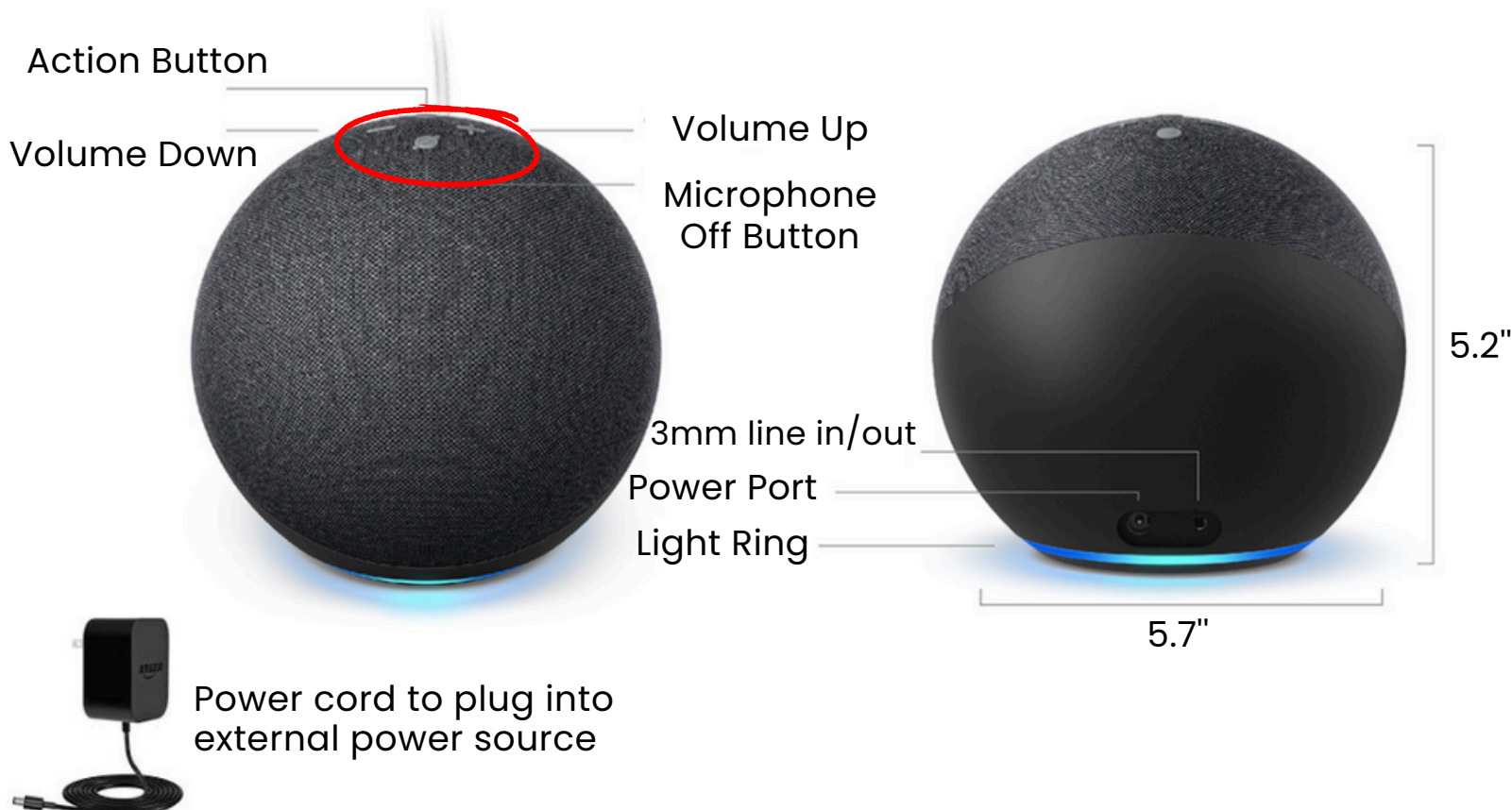
Your Alexa is **VOICE** activated. When you have a request for Alexa, you need to say "**Alexa.**" Only after your device detects the wake word is Alexa listening to your requests.

You will always be able to tell when Alexa is listening to your request because a blue light indicator will appear on your device.



Blue light ring on Echo Dot

TIP: Talk at a normal pace and volume. Be direct and give Alexa time to respond. Sometimes it takes a few seconds for her to respond to you.



About the Device

Keep Alexa plugged in to use her. To turn her on, say ALEXA loud and clear. You do not need to turn her off. She goes off automatically.

Volume Control

- "Alexa, volume lower"
- "Alexa, maximum volume"
- "Alexa, louder."
- "Alexa, volume 10"

Stopping Alexa

- "Alexa, stop"
- "Alexa, exit"
- "Alexa, off"

Weather

- "Alexa, what's the weather?"
- "Alexa, what's the weather on Wednesday?"
- "Alexa, what's the temperature outside?"
- "Alexa, will it rain today?"

News

- "Alexa, play CBS News"
- "Alexa, what's in the news?"
- "Alexa, play CNN."

Everyday Questions

- "Alexa, what time is it in [city or country]?"
- "Alexa, how do you spell [word]?"
- "Alexa, what time is it?"

Alarms, Reminders, Timers

Setting Alarms or Reminders

Step 1: Say, **“Alexa, set an alarm for [time].”**

Step 2: Alexa will then confirm with you, normally questioning AM/PM, if you forgot to say. You can also add as many alarms as you want, so it’s fine to add ones for you and your partner.

Step 3: When your alarm sounds, just say, **“Alexa, turn off”** – or whatever you can muster. But don’t forget **“Alexa, snooze”** for that all-important 10 extra minutes.

Step 4: Or tap “dismiss” on the device and it will snooze your alarm.

To view all your alarms: Say, “Alexa view alarms.”

To cancel an alarm: Say, “Alexa cancel alarms.”

Reminders

Use Alexa to set reminders for appointments, activities & more

- “Alexa, set a reminder to call Matt for his birthday at 11.”
- “Alexa, set a reminder to watch the Andy Griffith show at 8.”
- “Alexa, set a reminder to take my medication at 2 PM.”
- “Alexa, set a reminder to take my medication at 9 AM.”

Timers

Set timers with Alexa. Just say:

- “Alexa, set a timer for [time].”

HOW THIS STARTED

Speak2 got its origin from co-founder, Matt Smith wanting to help his Mom, Arlene. As she aged, screens and tablets became difficult for her to use. Everyone around her was staring down at their phones and she was left out. Technology was a big barrier to her being included.

Speak2 and Alexa broke this barrier. With Alexa, Arlene is once again able to make calls, text and get all the same content as everyone else. She can communicate worry-free and her family has peace of mind. Grandma is back in the loop.

Speak2 now helps thousands of people like Matt's mom, and with your participation, we can help even more.





PRIVACY POINTS

The Amazon Echo Devices provided by your community and Speak2 are managed under Amazon's Senior Living platform. These devices are **anonymous**. No credit card, email, or cell number are stored. Your security and privacy are of the utmost importance and we protect you from any marketing or direct contact by outside, unwelcome sources. Amazon, Speak2, nor your community see any information other than when explicitly and directly requested.

The devices provided have been programmed to work **only** in the intended community. They cannot be reset or used outside of the specific WiFi and address of the location for which they've been programmed. If they are moved outside the community, they will not work and will not reset.

More details and common topics are discussed below:

1. The Device in the room (Echo Family Device or "EFD") is not constantly recording or streaming data to Amazon. We use an on-device wake word detection engine to listen for the assigned wake word. (currently, you can choose Alexa, Echo, Amazon, or Computer)
2. When the wake word detection engine hears the wake word, it streams the next 8 seconds (approx) of audio to Amazon for processing by our Natural Language Processor. The recording status is indicated by the blue LED ring on the device. If the blue ring is not lit, no audio data is streaming to Amazon.
3. If someone wishes not to have the device listen for the wake word, they can press the mute button on the top of the device. This electrically disconnects the microphone inside the device and is indicated by the red LED ring on the device. When the red ring is on, the device will not respond to commands, as it cannot hear anything.
4. The Alexa for Senior Living (A4H) system is designed to be generally anonymous in nature, in that A4H does not have any detail as to who is in the room. All we know is that a device in the room was spoken to.
5. Further - we delete all utterance details and recordings made to the device every 24 hours. Once the 24-hour mark has passed, we have no detail at all from utterances made to the device in the room. The property operators, System Integrators, and Solution Providers do NOT have access to the voice recordings from an A4H Device, ever.
6. Amazon further takes steps to ensure that inside those 24 hours, even our employees are restricted from accessing the recordings, and it is done on a "need to have" basis. Any access is logged and tracked. For instance, I cannot listen to recordings, and I would have to escalate to our support teams for that level of detail if needed.

If you have any questions, contact support@speak2family.com.

Lights on Alexa

What does the Blue light mean?



A blue bar appears on the screen to indicate that Alexa is listening to you and processing your request.

What does the Red light mean?



A red bar appears when your device's microphone is turned off (muted). You will have to manually press the microphone button on your Alexa to turn it back on.

What does the Orange light mean?



An orange bar appears when your device is experiencing connectivity issues.

What does the Yellow light mean?



A yellow bar appears when you have a new notification. It stays until you ask or delete the notification by saying "Alexa, what are my notifications?"

What does the Green light mean?



A green bar appears when you are receiving a call. It stays for the duration of your call and disappears when you stop the call.

What does the Purple light mean?



A purple bar appears when Do Not Disturb is on. To turn it back on, say, "Alexa, turn off Do Not Disturb."

SAFETY STORY

It was very early in the morning, before 7:00 AM. Lucy had gotten up in her apartment, felt dizzy and had a pretty scary fall. As she laid on the floor, she thought about getting to her cell phone, but she was having trouble moving and was concerned that she may put herself in an even worse situation if she moved too much.

Lucy kept her cool. She knew she had a companion in the room with her that could help. “Alexa, call Jan.” Lucy called out to Alexa, whom she regularly uses to call her daughter Jan. The call went through, and Lucy told Jan what happened and that she needed help. Jan made a call, and Lucy was taken care of by some medics and back to her community in no time.

So why do we love Lucy? Never one to sit idle, Lucy went out of her way to let her community know what happened and how much the Alexa they gave her helped. As Lucy says, “I really wanted them to know so that everyone can be made aware of how Alexa can help. It really is a wonderful thing and I want others to benefit like I did. If it weren’t for Alexa, I would’ve been there for who knows how long.”



Activity Calendar

How do I ask for the day's Activities?

- Alexa, what are the activities?
- Alexa, what's on the calendar?
- Alexa, what are the activities tomorrow?
- Alexa, what are Monday's events?
- Alexa, what are Tuesday activities?
- Alexa, what are Wednesday activities?
- Alexa, what are Thursday activities?
- Alexa, what are Friday activities?
- Alexa, what are Sunday activities?


TIPS

- You cannot ask for specific dates. For example, "Alexa, what are the activities for the 30th?". This will not work.
- If it doesn't work the first time, try again!


Dining Menu

How do I ask for the day's Menus?

- Alexa, what's on the menu?
- Alexa, what's for breakfast?
- Alexa, what's for lunch?
- Alexa, what's for dinner today?
- Alexa, what's for lunch Tuesday?
- Alexa, what's for [breakfast, lunch, dinner] tomorrow?



Alexa, what is for lunch?



"For lunch, there is turkey, and avocado sandwiches with sweet potato fries"

TIPS


- You cannot ask for specific dates. For example, "Alexa, what is for lunch on the 30th?". This will not work.
- If it doesn't work the first time, try again!
- If no meals come up, there is no information available.

Music with Alexa

How do I ask for Music?

Listen to a specific genre of music, radio, or song that is similar to your favorite musician.

- Alexa, play Elvis radio.
- Alexa, play Ella Fitzgerald radio.
- Alexa, play The Beatles radio.
- Alexa, play classic rock music.
- Alexa, play jazz music.
- Alexa, play [name of radio station].



Alexa, play jazz music.



"Playing jazz music."



How do I control the Music with Alexa?

- Alexa, turn up the volume.
- Alexa, lower the volume.
- Alexa, pause music.
- Alexa, stop the music.
- Alexa, set volume to 5.

Note: You cannot request a specific song. You can only play radio stations or music genres. Alexa cannot connect to personal Amazon Music, Spotify, Pandora, etc. accounts. If you ask for a specific artist, she will play a song by that artist and similar artists. The music default is iHeart Radio. If you're having trouble, say "Alexa, play [ARTIST] on iHeart Radio."

GETTING HELP FROM **STAFF**

If you aren't sure what to do with Alexa, or if you would like help changing your settings, just ask any of your staff and they will be able to help.

If the staff is unsure of what to do, they will get in touch with Speak2 for more help.

There are lots of people to help! You may also notice staff using Alexa while they are doing their daily tasks. Alexa is a great way for staff to keep track of their schedule and make notes.



Ask Alexa for Help

Use Alexa to ask for help. Alexa will notify staff and tell you when they are on their way.

1.



2. Alexa will ask you for details. Tell her what you would like. You can say I have a headache, I want coffee or that you need help.

3. Your Community staff will be notified. Alexa will send you an announcement once someone is on their way or you may get a call from staff on Alexa!!! Say, "Alexa, answer"

Mail is in

Ask Alexa if the mail is in. Say, "Alexa, is the mail in?" and she'll say yes or no.

- "Alexa, is the mail in?"
- "Alexa, did the mail arrive?"
- "Alexa, checking the mail"
- "Alexa, is the mail here?"



Alexa, is the
mail in?



"Yes..."



Notifications

A yellow light indicates you have a Notification. Notifications are personalized or important messages from your community. If you see a yellow light or a bell icon, ask Alexa!

How do I get my notifications?

- Alexa, what are my notifications?

How do I delete my notifications?

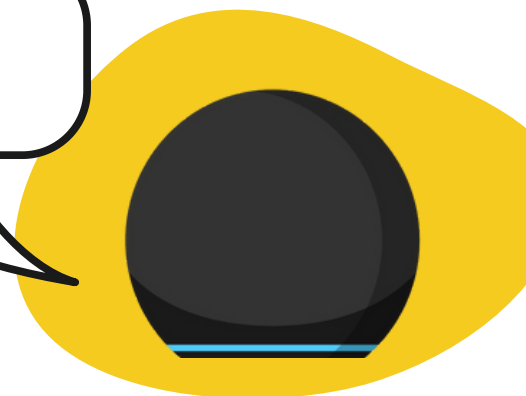
- Alexa, clear my notifications
- Alexa, delete my notifications



Alexa, what are my notifications?



"Here are your notifications..."



Troubleshooting & Support

Follow these steps to troubleshoot your Alexa.

1. Unplug and replug your device

The first way to troubleshoot your Alexa is to unplug and replug your device in.

2. If your device is not connected to the internet, tell your community.

Your device may have lost internet connected. Please tell your community liaison if this occurs.

3. Is Alexa muted or on Do Not Disturb?

If Alexa has a red light, that means she is muted and will not answer. Click the mute button on top of the device. If Alexa has a purple light, that means she is on Do Not Disturb. Say, “Alexa, turn off Do Not Disturb.”

4. Ask Alexa Questions

- Alexa, where am I?
- Alexa, play music
- Alexa, what are the activities?

5. Reach out to your Community

If these steps do not work, please reach out to your community to help further troubleshoot.



ENJOY YOUR JOURNEY

Have fun with Alexa! The previous pages have so many things to try, but you can always talk with Alexa any time you want – just about anything! We hope you enjoy your new personal concierge.

