

Hotels latest frontier for voice-command technologies

By Hui-Yong Yu and Spencer Soper, Bloomberg

Amazon.com Inc.'s battle with Apple Inc. over digital assistants is moving to a new venue: hotel rooms, where Alexa and Siri are both vying to be the voice-controlled platform of choice for travelers.

Marriott International Inc., the world's biggest lodging company, is testing devices from the two tech giants at its Aloft hotel in Boston's Seaport district to determine which is best to let guests turn on lights, close drapes, control room temperature and change television channels via voice command. In December, Wynn Resorts Ltd. became the first hotel company to install Alexa-powered Echo devices, starting with suites at its flagship Wynn Las Vegas property.

Technology companies are using hotel rooms as showrooms for new services and devices that can also control so-called smart homes.

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