

Submitted by:



Brotman | Winter | Fried

A Sage Communications Company



mycroft•ai

CASE STUDY



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LAS VEGAS

JANUARY 08 - 11, 2019



Campaign Overview

OBJECTIVES

Mycroft planned to introduce their Mark II, the world's first Open Source voice assistant, at CES 2019.

Mycroft engaged the services of Brotman|Winter|Fried Communications (BWF) to help them tell their story to the 250,000 attendees and 7,500 journalists who traveled to Vegas to see what was new and innovative across the rapidly expanding worlds of consumer technology.

In response, BWF created the following campaign.

TACTICS

BWF created and deployed a multi-phase public information campaign consisting of:

- Creation of company-specific media list
- News release creation and distribution
- Submission of CES-focused company, client and product information including the creation of 100-word write-ups, blog submissions, email outreach pitches, engagement with CES publicity teams, directory listing updates and enhancements, CESTV pitch forms and more.
- Facilitation of Mycroft's participation in CES Unveiled and ShowStoppers
- Research into awards, online media kit strategy development and product showcase opportunities
- Concerted email and telephone story pitches
- Creation and production of postcards
- Onsite distribution of postcards through press centers, media events
- Onsite support at CES Unveiled and Showstoppers
- Implementation and management of onsite interviews

RESULTS

More than 30 stories appeared in local, regional, national and international media heralding Mycroft's efforts, involvement and participation at CES 2019.



100-Word Write-Up



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Mycroft AI (Eureka Park, Sands #51507) –

Mycroft is the world's private, open Artificial Intelligence platform; offering AI for everyone. An alternative to Siri and Alexa for those who care about privacy, Mycroft provides a voice assistant experience to stream media, control IoT, and automate timers and conversions without selling data to third parties. Mycroft runs on the open hardware Mycroft Mark II smart display and can be used on Raspberry Pi and Linux desktops. And because Mycroft is open source, anyone can contribute new features, develop modules, and make Mycroft smarter and more capable. Missing something interesting? Simply come up with your own solution and contribute it back to the Mycroft community.



News Releases



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MYCROFT AI

Media Contacts:

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esiebert@aboutbwf.com

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mvitalich@aboutbwf.com

Mycroft Showcasing AI for Everyone with the World's First Open Source Assistant at CES 2019

Company offers an alternative to Siri and Alexa for those concerned about privacy

Kansas City, Missouri, November 28, 2018 – The company democratizing voice technology and building AI for everyone, Mycroft AI, will showcase its revolutionary platform, the Mycroft Mark II at CES 2019 (January 8-11 in Las Vegas). Mycroft turned heads at CES 2018 showcasing its Mycroft Mark 1 and offering a sneak peak of its Mark II prototype.

The Kansas City-based company's open platform differs from products like Alexa or Siri in four important ways: data privacy, customization, user agency and open data. Mycroft provides a voice assistant experience that allows users to stream media, control IoT, automate tasks and much more, without selling data to third parties.

"CES offers us an opportunity to wow the tech-savvy crowd with Mycroft's latest hardware," said Joshua Montgomery, CEO of Mycroft. "Corporate customers looking to deploy a voice assistant independent of Google and Amazon will be amazed by Mycroft."

The Mark II is a consumer-ready speaker designed for everyday users, with any level of technical expertise. Driven by community development, it's the only voice assistant that respects privacy, is entirely transparent in how data is processed, and is customizable. It's the voice assistant for the people by the people, doing all the things users have come to expect from a voice assistant, but in a transparent and open way.

"Mycroft is the only voice assistant that verifiably preserves user privacy and allows full corporate data independence," According to Montgomery.

The Mycroft team will showcase at CES from Booth #51507 in the Eureka Park Marketplace from January 8-11, 2019, at the Sands Expo Center.

For additional information, please visit <https://mycroft.ai/>.

NOTE TO MEDIA

To schedule interviews or CES booth demonstrations of Mycroft's line of connected products, please contact Elle Siebert at 703-533-0550 or esiebert@aboutbwf.com or Marina Vitalich at 310-291-4028 or mvitalich@aboutbwf.com.



Media Contacts:
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Mycroft to Debut Next Generation Open Source Smart Speaker at CES 2019

The only voice assistant that respects the user's privacy

Kansas City, Missouri, December 12, 2018 – Mycroft's new voice assistant, the Mark II, stands out from the competition due to its Open Source platform. Open Source allows for public accessibility, modification and the ability to be shared by everyone. Open Source projects, products or initiatives embrace principles of open exchange, collaborative participation, transparency and o-oriented development. Programmers and non-programmers alike benefit from Open Source technology.

The Mark II has been integrated with machine and deep learning in order to create an assistant that learns and improves over time. As soon as an interaction is complete, data is deleted unless the user has explicitly stated they wish to Opt-In to share data to Mycroft's Open Dataset. Voice data is never stored or sold to outside entities that generate targeted advertisements based on your interactions. The open software of the Mark II allows anyone to inspect the code and evaluate exactly what is being done with user data.



Next month at CES 2019, Mycroft will showcase the open voice assistant made for everyone. Zero conversations are captured and stored for targeted ads, building profiles, and other unknown reasons. To Mycroft, the user's privacy matters.

“Personal privacy is at the top of everyone's list of concerns for this new category of technology that literally listens to your every word. However, consumers have had no option to join the voice revolution without compromising themselves,” said Steve Penrod, CTO of Mycroft. “Mycroft and the Mark II will be the first viable platform that puts the individual's privacy concerns first. Our mission is to enhance privacy with our technology, not subvert it -- unlike the main players whose businesses are built around reselling information about their customers.”

The Mycroft team will showcase at CES from Booth #51507 in the Eureka Park Marketplace from January 8-11, 2019, at the Sands Expo Center.

To schedule an interview or a booth demonstration, contact esiebert@aboutbwf.com



Media Contacts:
Elle Siebert -- 703-533-0550
esiebert@aboutbwf.com

Mycroft AI, a Company that Puts Users First with Privacy-Centric Software

Prioritizing privacy over advertisements

Kansas City, Missouri, December 28, 2018 – Concerns for privacy have been on the rise amidst a series of scandals among tech giants. Facebook has shown little concern for users' privacy when it allowed Microsoft's Bing search engine to see the names of essentially all Facebook users' friends without permission. Not to mention, Facebook gave Netflix and Spotify the ability to read Facebook users' private messages without their knowledge. Additionally, products like Amazon Echo and Google Home keep recordings and transcripts of interactions with the software and wield users' personal data for marketing purposes.

While tech giants like Facebook, Google and Amazon have shown carelessness with its users' data time and time again, Mycroft AI provides a haven for users concerned with privacy.

Explicit permission is the characteristic that separates Mycroft from other tech giants. Mycroft cannot access user data unless users give their explicit permission. The price of great software shouldn't be relinquishing your privacy boundaries. Mycroft embraces the concept that you can still get a great user experience without sacrificing privacy.

"When you look at the history of big tech, and what they've done with user data, it's full of privacy issues. It's full of user agency issues. It's full of marketing. It's full of self-enrichment at the expense of the user," said Joshua Montgomery, CEO of Mycroft.

Mycroft AI was built on the practice of acting in users' best interests, ensuring that users can relax with the knowledge that their personal data will not be used for advertisements and partnerships that solely benefit the company. Mycroft's platform provides users with privacy by deleting queries in real time. User data is not mined, aggregated, processed or sold.

"We don't keep the queries users send us, we don't have information on how they're using the technology and we don't process any of those queries for information or for targeted advertising."

With Mycroft, users' privacy is safe by nature. Users can Opt-In to share data for improving the development of Mycroft, but only if users enable the feature manually.

The Mycroft team will showcase the Mark II at CES from Booth #51507 in the Eureka Park Marketplace from January 8-11, 2019, at the Sands Expo Center.

To schedule an interview to discuss privacy or a booth demonstration to check out the Mark II, contact esiebert@aboutbwf.com

Post Card Artwork



Sands • Hall G • 51507

THE OPEN-SOURCE **PRIVATE** VOICE ASSISTANT



MYCROFT AI
with audio by Aaware Inc.



VISIT
MYCROFT AI
AT CES 2019

AT CES UNVEILED

January 6, 2019 | 5PM-8:30PM
Shorelines Exhibit Hall, Mandalay Bay

AT SHOWSTOPPERS

January 8, 2019 | 6PM-10PM
Lafite Ballroom, Wynn Hotel

ON THE FLOOR

January 8-11, 2019
Sands Expo Center
Hall G - Boothe 51507

SCHEDULE AN INTERVIEW

Contact: Elle Siebert
618-974-1857
esiebert@aboutbwf.com

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<https://mycroft.ai/press>

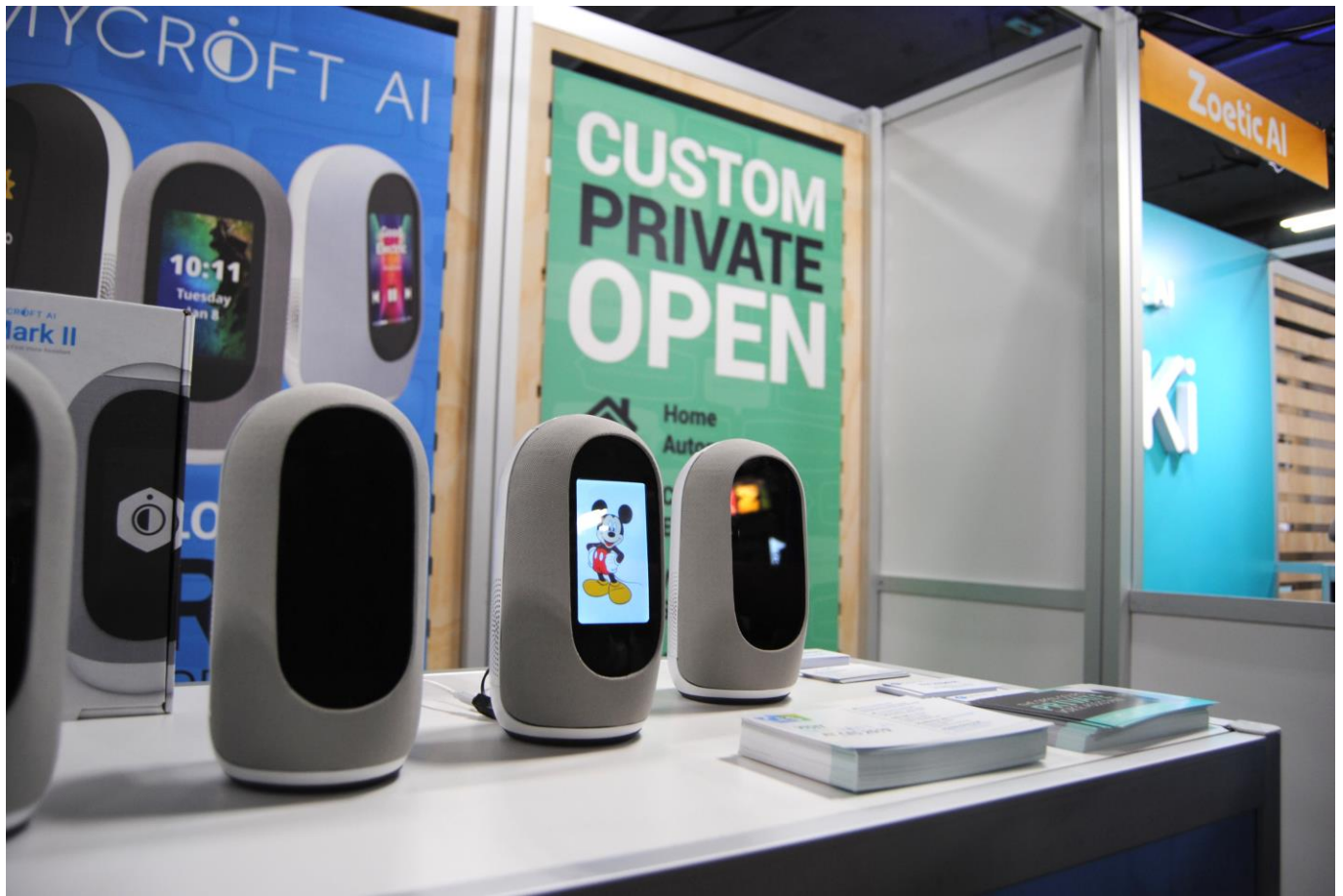
Photos



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Media Coverage and Selected Media Clips



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Open source AI voice assistant takes aim at Amazon and Google

Mycroft is pitching its new platform as more secure and customizable than voice assistants currently on the market.

By [Diana Manos](#) | November 28, 2018 | 01:34 PM



Mycroft's open source Mark II voice assistant will be available next month.

Mycroft, the Kansas City-based voice platform company, announced an open source voice-activated private assistant, The Mark II, which the company claimed is an alternative to Amazon Alexa or Google Assistant.

WHY IT MATTERS

Mark II is a speaker designed for everyday users with varying levels of technical expertise, Mycroft said.

The company also touted Mark II's privacy, customization, user agency and open data capabilities as differentiating its technology for the more entrenched voice assistants.

THE BIGGER TREND

Artificial intelligence voice technologies are [promising to change the dynamics](#) of how we interface with machines and, consequently, how humans interact with each other. Voice technologies from Amazon, Apple, Google, Microsoft and others are beginning to take hold and expand in the consumer market, with extensive development underway to bring this technology fully into healthcare.

Some frontrunning hospitals are already forging how patients experience healthcare with voice AI. Commonwealth Care Alliance chief of clinical innovation John Loughnane, MD, said the industry is [on the verge of voice technologies that can be used to tailor individualized care regimens](#).

Indeed, there are still some growing pains to be endured. Speaking at the Boston Children's Voice Health Summit in October, Sara Holoubek, CEO of Luminary Labs, called 2018, [the year of the voice tech pilot](#). "We're in this extensive period of trial and error," she said.

ON THE RECORD

From Mycroft: "Voice is coming to every device, every platform and every household globally. The technology has a growing presence within the home as an AI assistant. This calls for voice to be flexible, customizable, vendor neutral, and privacy focused; things that the proprietary voice assistants on the market today don't offer."

A Mycroft spokeswoman said the Mark II will be available in December and the company will officially launch the system at the Consumer Electronics Show (CES) next year, to be held Jan. 8-11 in Las Vegas.

CES 2019: Mycroft's privacy-minded smart speaker wants to be your Alexa alternative

The open-source virtual assistant promises never to collect your data, and has a new touchscreen smart speaker to call home.

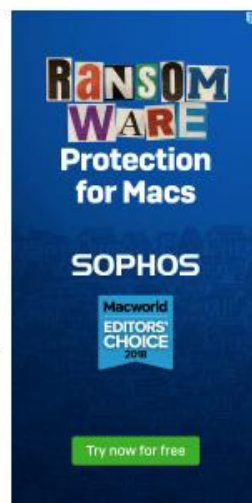
BY RY CRIST | JANUARY 8, 2019 7:02 PM PST



Chris Monroe/CNET

Alexa and the Google Assistant have taken the mainstream by storm -- but some find the idea of sharing their in-home audio data a little unnerving.

Enter Mycroft, an alternative smart assistant that promises never to collect or store any of your data, not even anonymously. It's a smart assistant without a search history. And now, here at CES 2019, we're getting an early look at the upcoming Mycroft Mark II smart speaker that the virtual assistant will soon call home. The asking price: \$189.



Watch this: Mycroft is an open-source alternative to Alexa with a...

▶
1:37

Mycroft started as an open-source, AI-powered smart home platform with Raspberry Pi 2 and Arduino controllers at its core. Its first device looked a little like an alarm clock with an 8-bit smile plotted across its face. Like that gadget, the Mark II will work with the open-source Home Assistant smart home platform to offer control of popular smart home gadgets from names like Phillips Hue, WeMo and Wink, and it'll sync up with music services like Pandora to stream music as well.

Barring something completely unforeseen, Mycroft isn't likely ever to be as fully featured as Alexa or the Google Assistant, but the open-source approach and the focus on user privacy might be enough for some folks to accept the limitations. If all you want is a basic smart speaker that can turn your lights on and off, play some music, show you a weather forecast, answer general knowledge questions, set kitchen timers...

...you know, maybe this thing isn't really so basic. Those "limited" features would cover about 97 percent of my own smart assistant needs.

At any rate, the Mark II is still in the prototype phase, and seeking crowdfunding dollars on Indiegogo to help get it across the finish line within the next few months. I'm encouraged by the fact that the product has raised more than half a million dollars in less than a year, and that Mycroft AI delivered its first crowdfunding speaker back in 2017.

Still, you should still be aware of the risks when backing a crowdfunding gadget. CNET isn't endorsing this thing -- we haven't tested it, it isn't finalized yet, and there's no guarantee that it ever will be. Know the refund policy (or the lack of one) before you put your money down, and don't be surprised if things get delayed.

All of that said, Mycroft might be a name worth remembering, particularly as smart home privacy concerns continue to linger.

Mycroft II Provides Voice-Assist With Data Privacy

By David Cardinal on January 11, 2019 at 5:38 pm | [1 Comment](#)

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LAS VEGAS — For those who thought last year's CES was full of voice-assisted devices, this year it was even more ubiquitous. Not only did Alexa and Google Assistant have massive exhibits (along with some Black Mirror worth audio ads from Google on the monorail), but nearly every appliance and gadget company is showing a voice-controlled version of its devices. Usually they're connected to either the Alexa or Google framework, and cost somewhat more than the otherwise identical, traditionally controlled version.

A lot of those devices are probably just fine without voice operation, but there are certainly plenty of viable use cases. Some of the simplest are also some of the most useful. For example, I really like being able to set named kitchen timers on a Google Home without using my hands. (It is even more fun now that I've learned I can say "Hey, Goo-Goo" instead of "OK, Google." But each added device is more data flowing to the data miners at Google or Amazon. Going all Apple with Siri is certainly a solid alternative for some — and something Apple has been happy to tout with a major billboard at the show — but isn't an option if you want access to the much broader world of devices.

Mycroft Mark II: the Open Answer to Amazon and Google?

Given all this, I read with great interest the announcement of Mycroft Mark II. Mycroft itself is a voice-controlled speaker with a small display, and provides a window into the larger Mycroft ecosystem. Mycroft is built on a framework of open source efforts, and funded through a [Kickstarter campaign](#). It is a follow-on to the initial version.

I got a chance to use one of the very first working prototype units at CES this week. It has a lot of rough edges, so I expect it will be a while before it ships, but it did pretty well even in the hostile CES Eureka Park showcase (which is really noisy and has terrible Wi-Fi). The Kickstarter campaign touts a December, 2018 delivery date, but based on what we saw, I'd guess no sooner than March. Team members we spoke with highlighted that they wanted it to work well when they shipped it, as you don't get a second chance to make a first impression.

Mycroft does need to use the cloud to do its magic, but in this case it is either Mycroft's cloud (and they have a user-friendly set of privacy policies), or the cloud of whatever company embeds the system (in which case you'd of course have to check with them). Technically, you could even host the Mycroft system on your own server, and Mycroft has plans to make that somewhat easier in future.



Mycroft's Skill Library is limited, but continues to grow, with some impressive names like Roku and YouTube.

Is Mycroft the Right Voice Speaker for You?

In terms of price (under \$200 depending on configuration) and hardware functionality (multiple microphones, easy-to-read display, overall form factor) Mycroft II is certainly reasonable. If you want to develop your own skills for it, then it is a great way to do that without being beholden to one of the tech giants. That said, it has a smaller set of community-authored skills than the vast library Amazon and Google have started to accumulate.



RY CRIST



CES 2019

Mycroft is an open-source alternative to Alexa with a new smart speaker






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A Virtual Assistant That Keeps Your Data At Home From Mycroft AI



by Dave Graveline January 11, 2019, 6:28 pm 0



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Dave talks to Josh Montgomery, CEO of [Mycroft AI](#) about their privacy-oriented virtual assistant.

Josh Montgomery,
[Mycroft](#)



CES Live Update: Mycroft AI

77 views

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Robinly

Published on Jan 10, 2019

Exclusive interview with Mycroft AI. Visit Robinly for more AI innovation updates from CES 2019.

<http://bit.ly/2CaAfWS>

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CES 2019: Mycroft AI Open Source Voice Assistant

January 20, 2019 by Steve Sheridan

Allison interviews Eric Jurgeson from Mycroft AI about the world's first open source voice assistant and their newest smart speaker, the Mycroft Mark II. Mycroft runs anywhere – on a desktop computer, inside an automobile, or on a Raspberry Pi. This is open source software which can be freely remixed, extended, and improved. Mycroft may be used in anything from a science project to an enterprise software application. Since Mycroft is open source, there is a diverse community of developers creating thousands of Mycroft skills that are available to anyone. Mycroft AI does not collect or store any user data. The setting is the Showstoppers show floor at the Wynn in Las Vegas. Learn more at <https://mycroft.ai/>



Coverage Links



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Thank You

Submitted by:



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