Barbarian’s New Receptionist Is an Echo Show Named ‘Barb’

Digital agency Barbarian Group’s new receptionist, Barb, doesn’t collect a paycheck, isn’t getting breaks or benefits and can work endless overtime. Barbarian, however, isn’t violating New York State labor law, because Barb is an Alexa-based tool connected to the messaging system Slack within an Echo Show, Amazon’s smart speaker with display screen. Barb, who has… https://www.adweek.com/digital/barbarian-groups-new-receptionist-is-an-alexa-echo-show-named-barb/