Disney’s Magical Companion debuts at CES with some help from Amazon



Alexa’s got some company. I met Disney’s new voice assistant at CES this week, and it’s pretty cute. Called “Disney’s Magical Companion,” the disembodied voice is born from fairy dust and lives inside Amazon’s Echo smart speakers and displays. Its purpose is to call up various characters – including Disney, Pixar, and Star Wars faves – to help you out with common voice assistant chores (timers, alarms, weather), as well as entertain with stories, games, and other sprinkles of Disney magic.

You conjure the assistant with the phrase “Hey Disney!” – here’s a quick demo I did at CES this week:

One neat thing about the integration is you never know which character will answer your query – it could be Dory from *Finding Nemo* or Olaf from *Frozen* one moment, then Mater from *Cars* or Animal from *The Muppets* the next.

Currently, “Hey Disney!” is in limited hotel rooms at Disney’s Polynesian Village Resort as part of a phased rollout across Disney’s hotels, where it also helps as a sort of virtual concierge. But the Magical Companion is also coming to your home in 2023, through the Alexa Skills store. No pricing has been announced, but it will be included free with an Amazon Kids Plus subscription.

https://www.theverge.com/2023/1/7/23544129/amazon-hey-disney-voice-assistant-ces-2023-demo