

# Now Available: Set Up Alexa Voice Service Devices Through the Alexa App

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With connected devices becoming increasingly ubiquitous around the world, customers have come to expect a struggle-free, tinker-free, and stress-free experience when setting up their devices. The complexity of setting up devices is often cited as one of the top issues in customer reviews, leading to poor product engagement and satisfaction. Amazon’s Echo Family of devices addressed this by using [Frustration-Free Setup \(FFS\)](#) technology to provide simple and delightful setup experiences.

We are excited to announce that we are bringing FFS to devices powered by Alexa Voice Service (AVS) using [Amazon Common Software \(ACS\)](#) for Devices. Devices that integrate this technology will be able to provide customers with multiple user-friendly WiFi setup paths in the Alexa app. Eligible customers that purchase these devices on Amazon.com can enjoy a delightful *simplified setup* experience when they power on their device. Customers that purchase elsewhere or receive the device as a gift will receive an *auto-discovery* notification in their Alexa app and can complete setup with just a few clicks. Customers can also perform a *manual setup* of the device in the Alexa app by choosing the brand and model. The setup will retrieve the customer’s credentials from their Amazon WiFi Locker if saved as part of a previous Amazon device setup, so they don’t have to re-enter them.

This lets customers set up devices with just one app. Device makers no longer need to create and maintain their own app for device setup, and can instead focus their resources on core device features. With a few additional requirements, devices may become eligible for the [Certified for Humans \(CFH\)](#) program. CFH is an Amazon certification program for Alexa-compatible devices that identifies high-quality smart home experiences across setup, usability, and performance. Certified for Humans devices are struggle-free, tinker-free, stress-free.

German (Deutsch)

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Hear from two device makers that have adopted Amazon’s Frustration-Free Setup.

*“Amazon’s Frustration-Free Setup (FFS) allowed our design team to integrate the new Polk React soundbar with the same out-of-box experience that millions of Amazon customers are already familiar with. We were able to integrate network setup and configuration of the Polk React soundbar directly into the Alexa app, which saved us significant development time as we were not required to design, develop, test, launch and update our own companion app. The outcome is that our customers can have the easiest possible setup experience by simply connecting a power cord - and like magic, Alexa is ready to play music!”* says **Marty Wachter, Director of UX & Technology for Sound United**

*“HARMAN is excited to be part of Amazon’s Frustration-Free Setup initiative for Alexa devices, offering our customers an easier, simpler set-up process in some of our home audio devices. This technology is incorporated in the JBL Bar 5.0 MultiBeam soundbar, allowing customers to experience the WiFi Simple Setup feature when connecting to their home entertainment system, and we look forward to expanding the offering to other smart products moving forward.”* says **Rodney Chan, Vice President and General Manager for HARMAN Home Audio**

## How It Works

When an AVS device (a provisionee seeking to be registered) powers up, it establishes a Bluetooth Low Energy (BLE) connection with a nearby Echo device or the Alexa app (a provisioner registered on the user’s account). The provisioner authenticates the device, and provides it with WiFi credentials, if available. Once WiFi setup is complete, the device is authorized for registration and Alexa is enabled on the device

## How to Get Started

### Subscribe

\* Business Email Address:

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You can start building with chipsets that work with ACS and FFS from Solution Providers **Mediatek**, **NXP**, **Amlogic**, **Espressif**, and **Qorvo**. You can also engage Solution Providers **Tonly**, **Innotech**, **Linkplay**, and **Stream Unlimited** for help with the FFS integration on your AVS device.

Visit [this page](#) to learn more about this technology for AVS devices and documentation on how to get started, which includes a simplified onboarding process for AVS devices to FFS using the [AVS developer portal](#).

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