



Brookfield Residential and Amazon Introduce The Smart Home with Fully Integrated Voice Control

A revolution in home technology is upon us.

Brookfield Residential believes that once you see its new Smart Home powered by Amazon Alexa, you'll never want to go back to a time when you couldn't control your home with just the sound of your voice.

The homebuilder's Washington, D.C., division has collaborated with Amazon to fulfill their shared vision of a home that changes the way we live, simplifying our routines and helping us make the most of each day.

Turn on the lights, raise the shades, play some tunes. Check the security camera, lock the doors. You don't have to lift a finger. All you have to do is ask.

And that's only the beginning.

The Brookfield Residential Smart Home, inside the popular Avendale community in Northern Virginia, integrates voice-enabled home automation using the best-selling, cloud-based voice service, Amazon Alexa.

"We are excited to be working with Brookfield Residential to bring the ease of Alexa into the Avendale community," said Rob Pulciani, Director, Amazon Alexa. "We hope that homebuyers enjoy the convenience of voice-controlled home automation and use it to help them do everything from turning on the lights to adding items to their to-do list."

Brookfield Residential has a reputation for innovating. Over the last decade, its D.C. division has created three ultra-efficient, cutting-edge concept homes that redefined the way it builds homes for its customers. It also launched a first-of-its-kind app that allows homebuyers to stay connected to the building process.

"Innovation is in our DNA," said division president Robert Hubbell. "The Brookfield Residential Smart Home is the most innovative home we've ever built. It's all about making our lives easier, and we're excited to make it available to our homebuyers."



Voice-Enabled Home Automation for the Masses

Until now, for most home automation capabilities, even if you could bring them into your home, you needed some tech savvy and a wide assortment of apps on your phone or tablet to control everything.

The Smart Home makes it easy for anyone to control their home with the sound of their voice.

Brookfield Residential wired the home to be receptive to the technology it has included now and technology that might come later. The collaboration with Amazon was critical because the Alexa cloud-based voice service allows the user to control it with their voice, not just a phone, tablet or computer. And Alexa is open to new advancements. Anyone living in the home can buy the latest Alexa device, such as Amazon Echo, Amazon Tap, Echo Dot, Amazon Fire TV or Fire tablets, and incorporate it easily.

“This was so important to us,” Hubbell said. “We know that technology moves quickly. We’ve designed this home so that it could always incorporate the newest technology. We’ve made sure that The Smart Home is always adapting.”

Step Inside The Smart Home

Aficionados of home automation technology won’t want to miss the opportunity to tour this home.

Some of the most exciting features of The Brookfield Residential Smart Home are the custom capabilities, called “skills,” which combine a variety of tasks into a single voice command. For example, if you’re in the lower-level media room, you can say, “Alexa, turn on Movie Time.” The overhead lights will dim and the theater lights will illuminate. A favorite movie will begin playing.

Or imagine winding down at the end of the day. You can walk into the owner’s bathroom suite, start running a bath and say, “Alexa, turn on Relax.” The shades lower, the lights dim and illuminated star panels turn on as soothing spa music plays.

“We want people to visit The Smart Home and be intrigued and excited about this new way of living,” Hubbell said. “We want them to imagine how their lives would be better in a voice-enabled home. If you’re a person drawn to the latest technology, we want you to be drawn to Brookfield Residential.”