

## 《苹果推出智能扬声器HomePod》

导读:苹果推出HomePod，进军智能扬声器。



Apple has announced a voice-activated loudspeaker powered by its virtual assistant Siri.

????????????Siri????????

Like devices by Amazon and Google, Apple's HomePod speaker can respond to questions and control smart home gadgets such as lights.

????????????????HomePod????????????????????

Analysts say Apple has been slow to improve its Siri virtual assistant and launch a smart speaker, after Amazon launched its Echo in 2014.

????????????Siri????????????????????????????????????2014????Echo?

The company has pitched HomePod first and foremost as a music player.

???HomePod????????????????



price tag.

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What's interesting about Apple's approach here is that the company has positioned HomePod as a music device first and foremost, a big contrast to the approach of Google which touted its Home speaker as a day-to-day assistant for many aspects of your life.

????????????????????HomePod??

So - a cynic might say Apple has just launched the world's most-hyped bluetooth speaker - not much imagination there.

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But let's face it, before AI and machine learning really matures, most home assistant devices are essentially voice-controlled speakers, and so Apple dedicating its effort into making it sound great is probably a smart move.

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Then again, you might wonder if its "smart" capabilities are being downplayed due to Siri just not being as advanced as its competitors.

????????????????Siri????????????????“??”????????