



Call of Duty® Alexa Skill Launches Today for Call of Duty: WWII

April 18, 2018

The Alexa Skill Features a Personal Call of Duty Coach Including Real-Time Recommendations Powered by AI and Machine Learning, Robust Community Features, Match Summaries and Updates for In-Game Achievements

SANTA MONICA, Calif.--(BUSINESS WIRE)--Apr. 18, 2018-- Starting today, **Call of Duty®: WWII** players will have an additional ally on their side with the **Call of Duty Alexa Skill**. Created by Activision and available today in Beta, the **Call of Duty Alexa Skill** features an array of support options, including personalized player recommendations, updates on in-game achievements and the ability to stay connected with and compare your play with friends. *Did you just play a match of Call of Duty: WWII and want to know how you did, as well as how to improve your chances next time?* Ask Alexa how to improve your skills, and you'll get a personalized recommendation ready for your next match. *Want to know if your friends are online and playing Call of Duty: WWII?* Just ask Alexa. The skill supports all platforms of **Call of Duty: WWII** and is available free of charge, through the Alexa companion app.

The **Call of Duty Alexa Skill** employs AI and machine learning to create personalized recommendations, including specific loadouts, play styles, maps, modes, perks and divisions for each player. Using cluster analysis, the machine learning model analyzes more than 20 factors, including accuracy, movement, engagement distance, K/D, shots, score per minute, time played and relationships to other players to make personalized recommendations for each player. The Skill then employs natural language generation to create personalized responses to 2,500 questions about the game and an individual's performance. Using a soldier-like voice, the Skill can deliver 250,000 distinct responses that incorporate real-time statistics, status and recommendations from the game.

"The **Call of Duty Alexa Skill** gives every player a personal **Call of Duty** coach for the first time, using AI and machine learning to analyze how you play and providing tips on how to improve your gameplay based on your individual strengths, weaknesses and play style," said Tim Ellis, Chief Marketing Officer of Activision. "We know that people play more **Call of Duty** as their skills improve and the more often they play with their friends. The **Call of Duty Alexa Skill** is designed to help players improve their **Call of Duty** skills, connect more easily with their friends and get to the fun faster in **Call of Duty: WWII**."

The **Call of Duty Alexa Skill** can be used during a match, in between matches or away from the game. It serves to not only answer questions about **Call of Duty: WWII** matches, but also to provide insights with personalized responses, automated insights and real-time play analysis regarding **Call of Duty's** blockbuster most recent release. The Skill also provides players with a complete onboarding experience for **Call of Duty: WWII**, providing key background details and mission objectives, as well as analysis on how to improve their skills. Gamers can also use the Skill to find out who from their friend group is also playing **Call of Duty: WWII**, or simply hear how they stack up against their friends.

There are 15 categories of features available in the **Call of Duty Alexa Skill** for **Call of Duty: WWII**, including:

- Personalized recommendations to improve your skills
- Match summaries, and highlights of your recent gameplay
- Social features, including whether friends are currently playing, and comparing your stats and achievements to theirs
- Contract and order status, both during and after a match, so that you see how close you are to completing the contract and earning a reward
- Latest in-game news, including events and game updates
- Game and features descriptions

The **Call of Duty Alexa Skill** was developed by Activision for the **Call of Duty** franchise, starting with **Call of Duty: WWII**. It is being launched in English for the US, UK, Canada, Australia and New Zealand, with plans to expand to French and German in the coming months. For more information on the **Call of Duty Alexa Skill** Beta, please visit www.callofduty.com/alexa.

Call of Duty: WWII is developed by Sledgehammer Games with additional development support from Raven Software. The game is rated M for Mature. The title is published by Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard (Nasdaq: ATVI). For the latest intel on **Call of Duty: WWII** visit: www.callofduty.com, www.youtube.com/callofduty or follow [@CallofDuty](https://twitter.com/CallofDuty) and [@SHGames](https://twitter.com/SHGames) on [Twitter](https://twitter.com), [Instagram](https://www.instagram.com) and [Facebook](https://www.facebook.com).

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