



# Mattel creates an entirely new type of product—powered by Microsoft

aristotle™  
by nabi

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**Lisa Lee,  
Senior Manager,  
Marketing and  
Communications,  
Mattel**

## **New all-in-one baby monitor takes full advantage of advanced Microsoft Azure capabilities**

Mattel is set to launch a new product that’s unlike anything else in the marketplace. It’s called Aristotle. “Aristotle is an all-in-one voice-controlled smart baby monitor that can grow with your child,” says Lisa Lee, Senior Manager, Marketing and Communications at Mattel. “It’s a smart baby monitor, Bluetooth speaker, smart light, and more all in one product. There’s a smart hub, HD camera, and a companion app—that makes up Aristotle.”

“We looked at the nursery of the future,” continues Lee, “and decided that an IoT device for baby care and parenting is something Mattel could really own.” At launch, Aristotle will help parents monitor and manage things like sleeping, changing, feeding, and more. Then later this year a major software update will add guided learning activities for toddlers and school-age children: letters, numbers, colors, basic math, and even foreign languages.

## **Microsoft plays a key role in product features and development**

Aristotle relies on cloud services for much of its features. Microsoft’s reputation and leadership in cloud helped clarify Mattel’s choice in cloud provider for Aristotle. “We use Microsoft Azure for our cloud infrastructure,” says Lee. “This is a big launch for us. With Microsoft’s support, the industry sees that we have a technology heavy-hitter in our corner. That goes a long way.”

Mattel partnered with Microsoft early in Aristotle’s development to tap into Microsoft’s extensive technology resources and advanced capabilities. “We did a hack-fest with Microsoft early on, and the speed, breadth, and support they brought to the table was an immense benefit with immediate effects,” says Lee.

"We benefited from Microsoft's support throughout Aristotle's development, through collaboration across multiple teams, architecture design and reviews, and technical enablement. Our time to market depends on key partners like Microsoft, and they far exceeded our expectations."

### Microsoft Cognitive Services central to Aristotle's functionality

As a voice-controlled digital assistant for parents, Aristotle relies on Bing Speech API and Language Understanding Intelligent Service in Microsoft Cognitive Services. Together these services recognize the content and intent of spoken input to Aristotle, and then processes that input to return a relevant response in natural-sounding language.

### Built for reliability and growth on Microsoft Azure

As a product designed for rapidly growing and changing kids with high expectations of technology, Aristotle needs robust and flexible cloud services on the back end. When Aristotle units are sold, and come online en masse in the coming year, and as Aristotle users develop and mature across spans of years, cloud elasticity and performance will be critical. Mattel feels confident trusting Microsoft Azure with this essential part of the product experience.

### Easing privacy concerns with world-class security technology

In focus groups for Aristotle, moms saw the value of the offering, but also raised a few concerns. Security was high on the list. "Baby monitor streams can be hacked," says Lee. "If someone were to hack into your Wi-Fi network, they could hack into your baby monitor video or audio stream. So we use strong, 256-bit encryption for Aristotle's communication between the hub, camera, and home Wi-Fi."

On the cloud side of security, Azure simply had the strongest solution. "Security is one of the biggest reasons we chose Microsoft for our cloud infrastructure," continues Lee. Microsoft took its decades of experience in business software to build enterprise-grade security right into Azure, making it nearly impenetrable and resilient to attack. Azure's compliance with world-class security standards makes it easy for partners to demonstrate the compliance of their solutions running on Azure.

### Making Cortana Intelligence a "smart helper" for parents

Mattel is looking at adding cloud-based AI to Aristotle's future feature set through Cortana Intelligence. "Imagine how helpful Aristotle could be to parents as it learns and evolves over time with a specific child and family," says Lee. "It could, for example, help parents decide if they should go to the doctor if the child has a fever. Or it could help parents keep track of consumable supplies like diapers and food based on feeding and changing activities."

### The future path with Mattel and Microsoft

"It's exciting to be partnering with Microsoft to explore all the things we can do for our customers with Aristotle," says Lee. "We see Microsoft as a huge part of our future roadmap in a number of ways."

## Challenges

- Create the first all-in-one baby monitor and virtual assistant that grows with your child
- Get to market and on store shelves quickly with a groundbreaking, world-class product
- Plan and execute a roadmap for significant product enhancements leveraging the latest technological possibilities

## Results

- Mattel Aristotle product set to launch summer of 2017 largely enabled by availability of key technology features from Microsoft
- Full-featured product offering voice and speech recognition and processing features powered by Microsoft Cognitive Services
- Roadmap and plans in place to expand Aristotle's intelligence capabilities with Microsoft Cortana Intelligence

## Snapshot

- Organization: Mattel
- Industry: Youth Entertainment
- Location: El Segundo, CA
- Website: [www.mattel.com](http://www.mattel.com)
- Customer since 2002