

# Apple takes on Amazon Echo and Google Home with HomePod

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For months we've heard [rumors](#) of a Siri-powered rival to the [Amazon Echo](#) and the Google Home. At Apple's annual Worldwide Developers Conference ([WWDC](#)) on Monday, it finally happened. Phil Schiller, Apple's senior vice president of worldwide marketing, just debuted the HomePod on stage during the WWDC keynote address.



Like the Amazon Echo and the Google Home, Apple's HomePod is a multitasking voice control assistant.

Screenshot by Megan Wollerton/CNET

Here's everything we know about the HomePod right now:

- \$349 (£270/AU\$465, converted)
- Available in December in the US, UK and Australia
- Sends messages
- Siri integration
- HomeKit-compatible
- Can work with Apple Music subscription
- Spatial awareness
- White and space gray color finishes

We're excited Apple's speaker is here, but it's also been a long time coming. Apple announced its software platform, [HomeKit](#), at WWDC 2014.

More from WWDC 2017

- [HomePod, iOS 11, iMac Pro: All the news from Apple WWDC 2017](#)
- [The biggest announcements at Apple's WWDC 2017 \(pictures\)](#)
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HomeKit, by comparison, has lived exclusively in iOS devices for three years, without a companion piece of hardware to call home. That means anyone without an iPhone or iPad was automatically excluded from HomeKit. A standalone Siri speaker should make HomeKit much more accessible to Android customers, children and other family members who'd rather not use an iPhone to ask Siri a question.

Manufacturers wanting to integrate with Apple's smart-home platform also have to stick an MFi chip in their products before they hit shelves. So instead of a simple software update that would extend to existing customers, companies have to introduce second-generation versions of their products with an MFi chip installed. This happened with the [Ecobee3 thermostat](#), the [August Smart Lock](#), the [Lutron Smart Bridge](#) and a wide range of other products.



## Apple's biggest announcements from WWDC

The question now is whether Apple's Siri speaker will be enough to compete with Amazon and Google at this late stage. Amazon has set itself apart with its sheer number of Alexa products and open software. And while Google has just one piece of hardware, it's quickly **catching up to Alexa** in terms of features. I particularly like that you can enlist the Google Home to follow along with a recipe or to turn on your favorite Netflix show (if you also have **Chromecast**). Apple's Siri speaker is expected to be available in December; we'll share updates as we learn more.

original article:

<https://www.cnet.com/products/apple-homepod/preview/>