



## You Can Now Control the Art on Your Wall with Alexa

*Meural launches voice control in beta; a brand new way to interact with art on Meural Canvas*

April 25th, 2018—NEW YORK, NY Today, **Meural** becomes the first smart art frame company to introduce Alexa integration in beta, allowing users, for the first time, to change the art that hangs on their wall with the sound of their voice.

Meural is the creator of the **Meural Canvas**, a beautiful, connected art frame that looks just like a framed painting, until a wave of the hand or the touch of an app (and now, the sound of your voice) changes the image before your eyes. In addition to the hardware product, Meural has built an expansive online art library, [my.meural.com](http://my.meural.com), with over 30,000 artworks licensed from leading museums and emerging artists. Together, they act as a new media distribution platform for the visual arts (think iPod is to Meural Canvas, as iTunes is to my.meural). Meural is further differentiated from competitors by its patent-pending *TrueArt* technology—a proprietary blend of hardware, software, and firmware that renders artwork in a way that is startlingly close to the "real thing." Recently named a "[Startup to Watch in 2018](#)," Meural is currently in Series B fundraising mode.

The launch of Alexa in beta increases the ways to control the Meural Canvas to four: (i.) Meural's online library ([my.meural.com](http://my.meural.com)), (ii.) the Meural mobile app, (iii.) [gesture control](#) (a wave of the hand), and now, (iv.) voice control. While more advanced commands are in the pipeline (i.e.: Alexa, play van Gogh), the beta launch includes six basic commands:

- Turn the Canvas on
- Turn the Canvas off
- Next image
- Previous image
- Reduce brightness
- Reveal the artwork's info card

The Meural Alexa skill is now available in the [Alexa store](#).

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### **About Meural:**

Meural combines the best of art, technology, and design to create products that make us feel something. We are building a future in which art lives in every home, and everyone can become a patron of the arts.

Our first product is the Meural Canvas: a smart frame designed with Meural's proprietary *TrueArt* technology—a combination of hardware, firmware, and algorithmic software meticulously-engineered to display rich and vividly textured art and photography.

The Meural Canvas can be easily controlled via gesture (a wave of the hand) or mobile app, and acts as a conduit to our expansive art library, [my.meural.com](https://my.meural.com)—an expertly-curated and ever-growing collection of artworks sourced from the catalogues of leading museums, collections, and artists, and spanning the past, present, and future of art.

Meural was founded in 2014 by longtime friends Vladimir Vukicevic and Jerry Hu, in response to the art community's need for a dynamic and modern platform. Incubated out of an artists' collective on New York's Lower East Side, supporting artists remains central to the way we do business. The Meural Canvas now lives on thousands of walls across the world. Follow Meural on Instagram, Twitter, Facebook, and Pinterest @meetmeural. Visit us at [meural.com](https://meural.com), and explore the Meural art library at [my.meural.com](https://my.meural.com).