

Amazon's Alexa Just Took a Major Step Toward Matthew 24:14

Amazon's Alexa can now help individuals better connect with God, thanks to the Abide Flash Briefing skill. On the heels of Amazon Prime Day, users need to enable the skill and simply ask Alexa, "What's my flash briefing?" to hear a daily prayer provided by Abide, the Christian meditation and prayer app.

"We live very busy, hectic lives that make it difficult to find a moment to pray and be still with God," said Neil Ahlsten, CEO and co-founder of Abide. "The Abide flash briefing provides a quick prayer that can help believers refocus their mind and find their place of peace when surrounded by all the noise they experience every day."

Through Alexa, users can receive a two-minute daily prayer similar to the ones found on the Abide app. These prayers open the door to a moment of reflection and Christian meditation, needed for all Christ-followers every day.

"Millions of people use Alexa to help them in their daily lives from creating shopping lists, ordering a pizza and listening to music," said Ahlsten. "But through the Abide skill with Alexa, she can now also help individuals do the most important thing—speak about and meditate upon the Word of God."

The Abide Flash Briefing is not the only skill for believers to take advantage of. A recent blog post on Abide's website highlights six other skills individuals can use to build upon their faith and Biblical knowledge.

"Technology is often frowned upon for the way it has changed our world, however, Alexa and the Abide app are providing a

better opportunity for believers to use this technology to have a deeper relationship with God and grow in their faith,” explained Ahlsten. “We now have more resources and opportunity, which creates an endless amount of possibility.”

The Abide Flash Briefing is available for use through any of the Amazon Echo family products enabled with Alexa. The Abide app is available for download on iTunes and Google Play. {eoa}