

# Learn everything before you buy on Amazon with new audio summaries

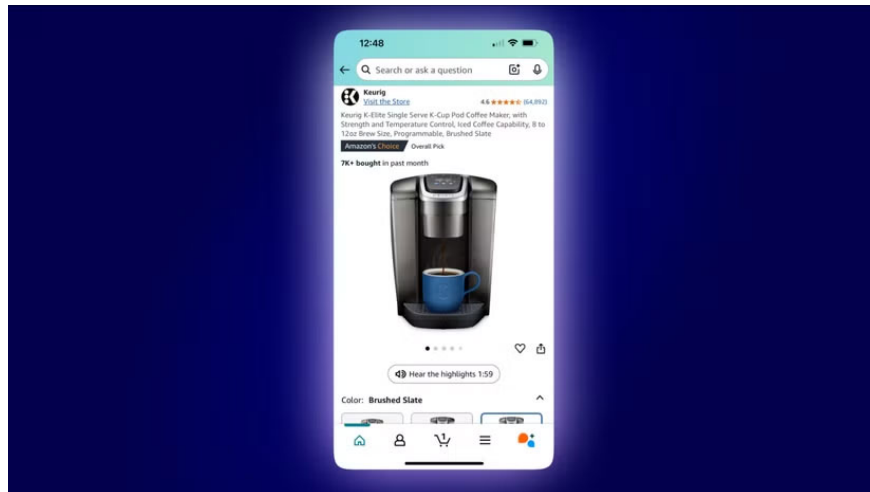
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Amazon is testing AI-generated audio summaries on select product detail pages to give customers a quick, read-out highlight of a product's key features. The shopping giant hopes its eventual wider rollout will make it easier for users to grasp key points before making a purchase.

## 1. The risks of buying software on Amazon

### What is AI voice shopping summary?

Amazon calls this feature 'Hear the highlights.' These short audio clips will tell you about the key features of a product in about 30 seconds. If you're browsing the Amazon Shopping app, look for the **Hear the highlights** button on selected products. This button will only appear if there's an audio summary of the product.



This feature is currently available on a limited number of items in categories like electronics, home goods, and personal care. For example, try it on the Ninja Blender product detail page in the Amazon app.

Amazon likens the new tool to friends comparing notes about a product they're considering buying. The company said in a blog post:

*The initial beta focuses on products that are commonly considered before purchasing, providing useful insights through detailed discussions and helping Amazon customers save time while shopping.*

## **Do audio summaries help users shop better?**

AI-powered summaries are designed to sound natural and informative. When you tap the audio button, a human-like voice gives a concise summary of key features and benefits.

According to Amazon, its AI scans thousands of verified customer reviews and information from across the site. The company hopes these audio highlights will help customers make faster, more informed purchasing decisions without having to read long text.

Keep in mind, this isn't the only AI-powered feature available on the site. Reviews are mixed, but Amazon's Rufus chat is also useful for shopping decisions.

How often do we actually scroll through dense product descriptions and long lists of features? As frequent online shoppers, how easy is it to get overwhelmed or miss important points?

Amazon's audio summary provides a useful shortcut. It's also a vote for accessibility or just multitasking on the go. For the visually impaired, audio summary can be useful.

Hearing an emotional voice praising a product can make you click the buy button. It 'sounds' better than scrolling through dozens of reviews. Hopefully the AI doesn't inject its own biases or overlook product flaws when convincing us.

If you shop on Amazon's mobile app or website, keep an eye out for a "**Hear the highlights**" button on product pages as Amazon begins to roll it out more widely.

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