

Amazon program lets consumers decide which device the company builds next

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Amazon is ready to make its next gadget, and it's letting consumers help choose.

The tech giant introduced a new program Wednesday called Build It, where Amazon will present concepts for devices and leave it to shoppers

to choose whether they want it built by preordering.

When a concept hits a set preorder goal within 30 days, Amazon will create the [device](#) and consumers will receive it at a special price. If it doesn't make the goal, the product won't get built and shoppers won't be charged for the pre-order.

Amazon has three gadgets consumers can choose:

Smart sticky note printer. It supports Alexa, allowing users to print out sticky notes like shopping lists with just your voice if you own an Echo device. You can also print other items like to-do lists or even puzzles. The printer uses thermal technology instead of ink or toner. It's priced at \$89.99.

Smart nutrition scale. Also supporting Alexa, the scale offers information on food and ingredients based on weight. If you own an Echo Show, you can pair it to view nutritional information. It's priced at \$34.99.

Smart cuckoo clock. It boasts 60 LEDs, speakers for alarms and timers, and of course a mechanical bird that pops out every hour or whenever you choose. You can also schedule the clock to mute sound and motion at certain times. Users can remove the pendulum to place it on a shelf or hang it on a wall. It's priced at \$79.99.

The special prices are available through Mar. 19, and Amazon says more ideas for concepts are being planned.

Build It is part of Amazon's Day 1 Editions program, which provides customers early access to products so they can contribute feedback. One of the most recent products released through Day 1 was smart glasses called Echo Frames.

Since introducing the Kindle in 2007, the [online retailer](#) has built up a portfolio of popular entertainment devices, including its Echo smart speakers and its line of Fire TV and tablet devices.

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