



# Capturing the imagination

Tech Data has recently started stocking Google's Nest range of smart home devices – we took a look at the range and were blown away by the quality and design of the products.

The smart home is one of the big opportunities in the consumer market. According to GfK, the UK market (excluding smart TVs) was worth £900 million in 2017, making it the second largest in Europe. It was also the fastest growing, up 19 percent in value between 2016 and 2017, and up 35 percent in volume.

The research firm also noted at the time that many consumers were interested in buying devices of all kinds – from smoke and gas detectors, lighting control, thermostats and energy management, alarm systems and IP security cameras.

Evidently, the market opportunity is significant, and the key to succeeding in this area is providing smart home devices that capture the imagination of consumers. With the Nest range, Google has you covered.

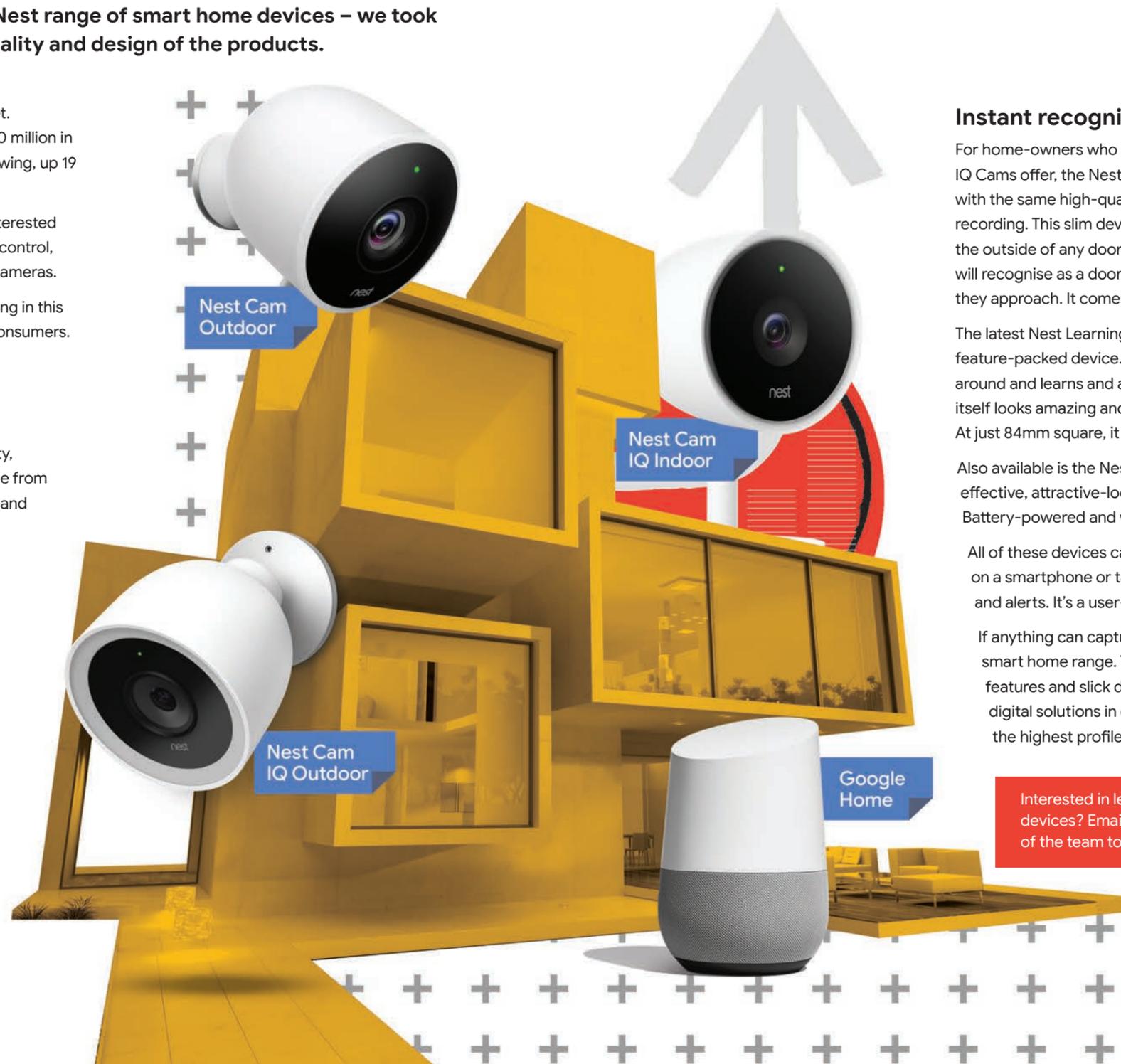
## Quality, performance & style

Throughout the Google Nest family of smart home products, the quality, performance and style is clear to see. The whole line-up is now available from Tech Data and they offer huge potential for retailers looking to engage and excite buyers with something new this autumn and winter season.

Take the Google Nest Cam range for example, it is simply the best on the market. The Nest Cam IQ devices – both Indoor and Outdoor versions – offer excellent performance, quality and reliability. Equipped with 4K sensors, they record at 1080p and provide reliable face recognition. This and the 130° view, up to 12X zoom capability (4X while still at 1080p) and two-way voice, give home-owners all the control and reassurance they need.

The Outdoor version is IP66-compliant, which means it's completely waterproof and it can operate in temperatures as low as -40C and as high as +45C, so no problem with the UK's increasingly extreme weather. It also looks like a camera, albeit a very modern one, which is what you'd want if you need to deter thieves.

The less expensive Nest Cam Indoor and Outdoor versions are a great option for anyone who does not need the face recognition capabilities of the IQ models.



## Instant recognition

For home-owners who don't need the bigger picture that the Nest IQ Cams offer, the Nest Hello Video Doorbell offers almost as much, with the same high-quality facial recognition and continuous video recording. This slim device (117mm long by 43mm wide) can be fitted to the outside of any door or door frame to provide something that visitors will recognise as a door-bell – but will also film and recognise them as they approach. It comes in black or white and looks very smart.

The latest Nest Learning Thermostat is an advanced, high quality and feature-packed device. It is one of the most intuitive smart thermostats around and learns and adapts to the way users want to use it. The device itself looks amazing and comes in stainless steel, copper, black, or white. At just 84mm square, it is very small and unobtrusive.

Also available is the Nest Protect smart smoke detector, which is just as effective, attractive-looking and easy to use as the rest of the family. Battery-powered and wired versions are available.

All of these devices can be controlled through the excellent Nest app on a smartphone or tablet. This manages set-up and all the scheduling and alerts. It's a user-friendly app that is easy to understand and use.

If anything can capture the imagination of consumers, it's the Nest smart home range. They offer exceptional performance, cool features and slick designs and with people now eager to embrace digital solutions in every aspect of their lives, Nest should be given the highest profile and visibility.

Interested in learning more about the Nest range of smart home devices? Email [google@techdata.co.uk](mailto:google@techdata.co.uk) and speak to a member of the team today.