

**CISION** MEDIA MONITORING  
 Sign up for print monitoring, get 1 YEAR of online monitoring FREE

- Apple wins an Internet of Things beauty contest JULY 30, 2015
- Caitlyn Jenner's television show loses half its audience 5:02 AM EDT
- Relief for Nestlé as Indian panel declares Maggi noodles safe 4:49 AM EDT
- GE preps industrial-strength cloud of its own 12:01 AM EDT
- Microsoft borrows playbook from fantasy sports leagues to inspire your sales team AUGUST 4, 2015
- Google just boosted the odds that it will acquire Twitter AUGUST 4, 2015
- Fox announces Republican debate roster AUGUST 4, 2015

CONTENT FROM: HSBC

TECH GLOBAL 500

# Apple wins an Internet of Things beauty contest

by Philip Elmer-DeWitt @philiped JULY 30, 2015, 10:39 AM EDT



**Edges out Samsung, Amazon and Google in a brand-awareness survey.**

If there ever was a product category that needed a better name, it's the Internet of Things—awkwardly abbreviated IoT.

Gartner estimates that there will be nearly 26 billion devices on the IoT grid by 2020, each with their own unique IP address.

Who will make those billions of smart devices is still very much up for grabs.

One of first out of the gate, an Internet-connected thermostat created by former Apple VP Tony Fadell, was purchased by Google in January 2014 for \$3.2 billion.

But Google is not the brand that came first—or second, or even third—in the minds of 1,157 U.S. adults surveyed earlier this month by **ThroughTek**.

Apple came in first, ahead of Samsung.

Google, to ThroughTek's surprise, came in fourth, after Amazon

From the press release:

“The report found nearly half of consumers aware of IoT devices on the market are most familiar with Apple’s IoT devices (48%), while surprisingly only 13 percent are most familiar with Google’s connected devices. Rounding this ranking are Samsung (22%) and Amazon (15%). Beyond familiarity, regarding purchase preference, one in four consumers noting a top preference of an IoT brand most prefer Apple (29%), whereas nearly one in five prefer Samsung (19%), 14 percent Google and 10 percent Amazon. However, one in four consumers lack a clear preference of any brand’s IoT device.”

“Although Apple is the most recognized name,” said ThroughTek’s Daniel Collins, “consumers lack a clear understanding of IoT devices currently available and the benefits provided by each.”

One benefit of Apple: Whatever the Internet of Things turns out to be, Cupertino will come up a catchier name.



Follow Philip Elmer-DeWitt on Twitter at @philiped. Read his Apple (AAPL -3.54%) coverage at fortune.com/ped or subscribe via his RSS feed.



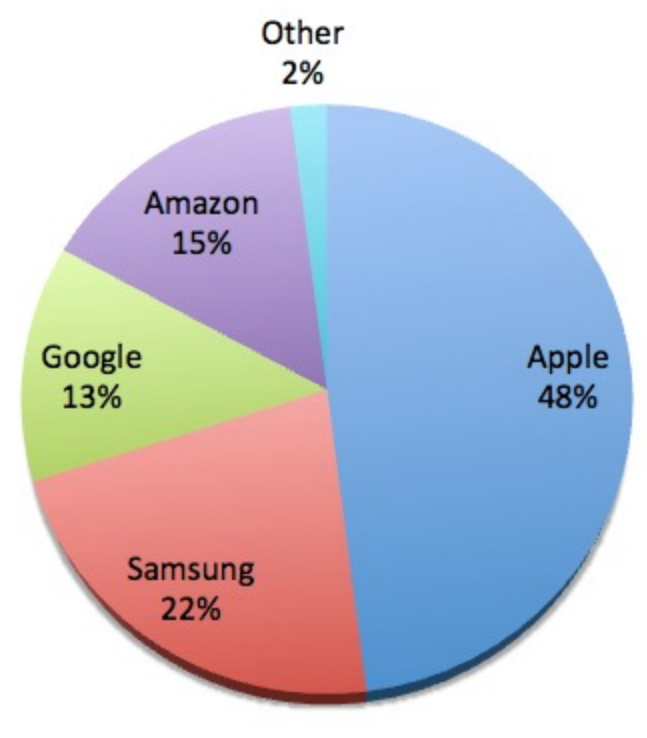
12 Comments Licensing

AROUND THE WEB

Sponsored Links by

- Activision Blizzard To Rocket To New Highs After Its Result? (TalkMarkets)
- Commodities eye: Sun setting on gold (Nikkei Asian Review)
- 3 Best Sites to Build your own Website (Website Builders)
- NYC's Most Fashionable 3-6 Bedroom Luxury Apartments: See Photos... (Manison Global)

Which brand do you most associate with the Internet of Things?



Source: ThroughTek



RECOMMENDED FOR YOU



How does China's stock market look to Warren Buffett?



Febreeze, SoulCycle, Twitter: What you missed this week



The fastest supercomputer: Just what the President ordered

Recommended by @outbrain

SPONSOR CENTER

[FORTUNE DATASHEET](#) SUBSCRIBE NOW  
[FORTUNE BROADSHEET](#) SUBSCRIBE NOW  
[FORTUNE TERM SHEET](#) SUBSCRIBE NOW  
[FORTUNE BRAINSTORM](#) 9/28-9/29 | AUSTIN, TX SAVE 30% NOW

MORE

- GE preps industrial-strength cloud of its own
- Is Apple doomed in China, or what?
- Tablet computers have a big problem