



BRAND SURVEY AWARDS 2010

The HWM & Plaza Low Yat Brand Survey Awards Return!

Our annual look at the latest brand perception trends among Malaysian consumers for 2010

For the eight year running, HWM & Plaza Low Yat bring you the highly anticipated results of the longest running tech-related Brand Survey in the country. 2010 saw the tech industry and Malaysians in general slowly recovering from the global recession. As the year draws to a close, there are positive signs of economic recovery and we can only hope for the best in 2011. So, let's now take a look at which brands are at the top of the minds of Malaysians this year. In 2009 we refreshed our survey by updating and removing categories that we felt no longer relevant and even added-on some new sections to keep up with the changing times in the local tech scene. For the second year now our survey is divided into four general categories to reflect the major product sections in the magazine: Communications, CE/AV, Computers and SMB (Small Medium Business). Consequently, we now have a total of 33 product categories for the 2010 survey. So, without further adieu here are all the big winners of 2010!

Malaysians decide on their top brands for 2010!

This year's Brand Survey is the eight time that we went out and polled Malaysians from all walks of life and strata of society to gather information with regards to their brand preferences. As in the past, our surveys have always recorded excellent responses from members of the public and this year was no different either. The 2010 Brand Survey represents the views of both, HWM readers as well as that of Malaysian consumers in general. This survey (just like in the past five years) also sees the inclusion of respondents who participated in the survey via our online survey at www.hardwarezone.com.my. Close to 200 respondents filled-up our online survey form this year. 2010 also marks the first time that respondents could participate in the survey via electronic kiosks that were available at PIKOM PC Fair (II) KL at the HWM booth as well as in Plaza Low Yat. Respondents from the kiosks totaled 808. In all, the 2010 brand survey sees a total respondent head count of 1907. Although we collected close to 2000 brand survey forms this year, many had to be excluded from the final tabulation yet again due to errors, incomplete sections, a lack of proper personal details and spoilt forms in general. Respondents for the survey were obtained from the following sources this year:

- Post-in responses from HWM readers / subscribers nationwide (August 2010 issue)
- Electronic kiosks at Plaza Low Yat
- PC Fair walk-in visitors
- The online survey at www.hardwarezone.com.my

The HWM & Plaza Low Yat Brand Survey 2010 continues a tradition of providing IT companies, leading brands, advertisers and consumers in general with a neutral and objective look at what brands Malaysians identify with in 33 product categories. Over the past eight years, this annual brand recognition survey has become a valuable tool for the tech industry in terms of tracking consumer mindset patterns/changes on an annual basis.

The survey has a new look

Back in 2003, we featured a total of 28 product categories. In our 2004 survey this number was bumped-up to 34. In 2005, the category list jumped to 41 - adding six more categories along the way to accommodate new types of products that had entered the Malaysian market at the time. Among the new categories introduced in 2005 were 3G phones, Digital SLRs and cooling solutions. In 2006 the list remained the same with 41 categories. In 2007, the list was refined further - removing redundant categories and adding-in some new product categories for a total of 35 categories with 38 awards up for grabs. The 2008 survey again featured 35 product categories but with just 35 awards on offer. Categories like Blu-ray Disc Player and Home Theater System were also introduced that year. 2009 saw our survey being segmented into four key areas that reflected the content in our magazine as mentioned earlier. The 2009 survey also saw the addition of 5 new award categories: Digital Photo Frame, Blu-ray / DVD Writer, Solid State Drive (SSD), Network Attached Storage or NAS and Security Solutions. In 2010, categories now number 33 with the exclusion of LCD TV, Digital Photo Frame, Optical Disk Drive, Inkjet Printer and Color Laser Printer. We also see the inclusion of new categories like HDTV, HD Media Player, Desktop/AIO and Laser Printer in 2010.

Some considerations

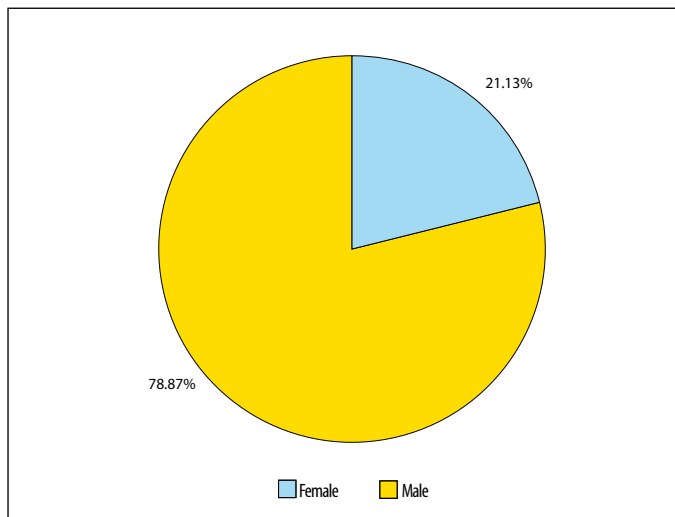
As in any survey, there exist gaps and weaknesses. These are appended below:

- **Adequate Sample Size** – the sample size does not represent the actual consumer market. There are approximately 5.5 million plus households in Malaysia with some 10.5 million plus consumers in the ICT segment alone;
 - **Accurate Positioning of Brands** – the survey does not differentiate the stage of the cycle of brands;
 - **Adequate Testing Methodology** – the survey utilizes a direct questioning methodology and does not test the perception of the respondents by cross referencing questions;
 - **Sample Size Relevance** – there is no set criteria for respondents.
- Nonetheless, this survey will be able to meet the primary objective for which is

to accord recognition on brand awareness on a random basis with no preset parameters of the respondent pool. Quantitative extrapolation is possible with such data to derive the results required.

Gender

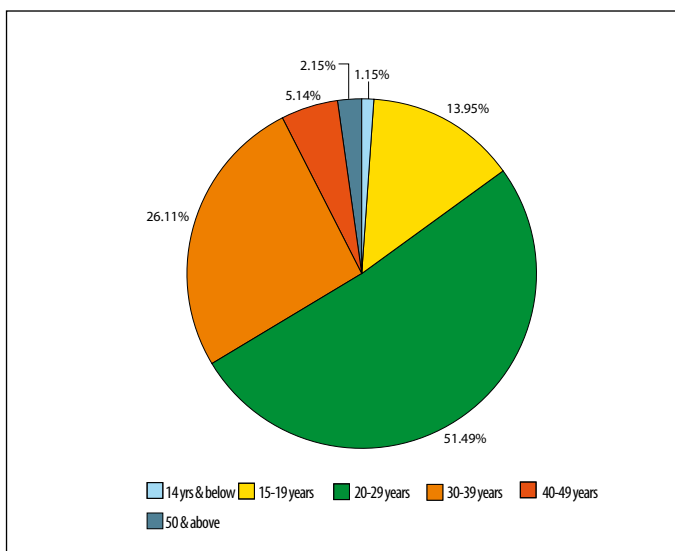
As always, since our very first survey eight years ago, there are still more male respondents as opposed to females in our poll. Females accounted for 21% of the 2010 poll, a slightly lower percentage that what we recorded in the 2008 and 2009 surveys. Considering the smaller sample this year we believe the number of female tech enthusiasts is actually growing steadily albeit slowly over the years.



Gender	Total	Percentage (%)
Female	403	21.13
Male	1504	78.87
Total	1907	100

Age Group

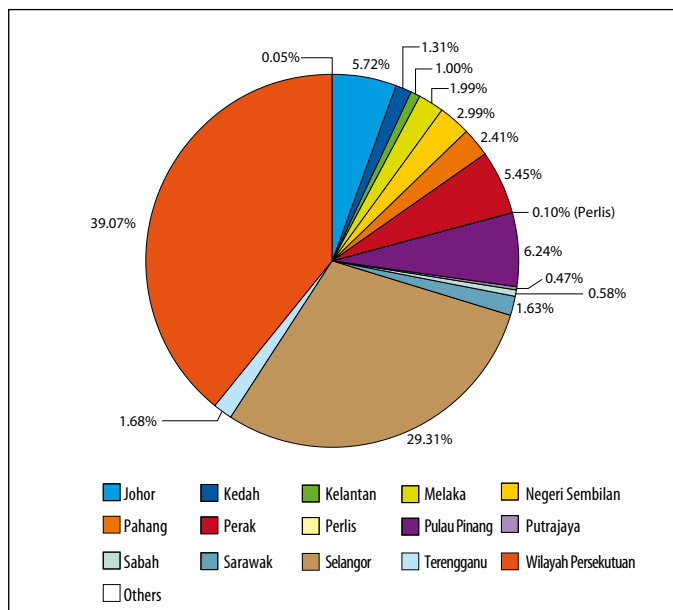
Again, as in 2003, 2004, 2005, 2006, 2007, 2008 and 2009 - the most respondents in our 2010 Brand Survey fall into the 20 - 29 years' age group (51%). In 2005, the 30-39 years' age group stormed into second place, retaining it in 2006 and cementing its spot yet again in 2007 and 2008 respectively. 2009 was pretty much the same story with the 30-39 age group coming in second (23%). 2010 stays the same but with a larger portion (26%) of our sample.



Age Group	Total	Percentage (%)
14 years and below	22	1.15
15 years - 19 years	266	13.95
20 years - 29 years	982	51.50
30 years - 39 years	498	26.11
40 years - 49 years	98	5.14
50 years and above	41	2.15
Total	1907	100

Location

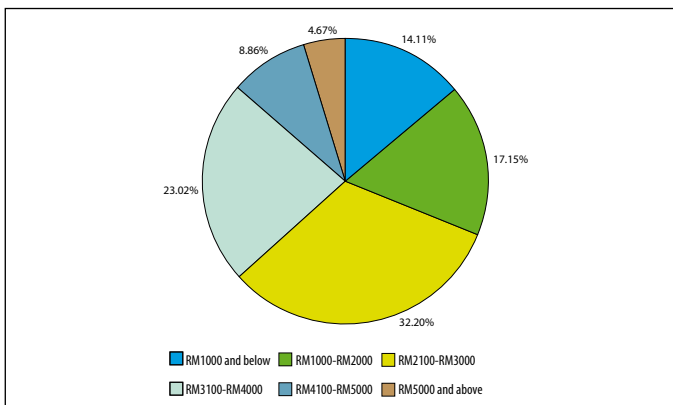
As in 2007 (39%), 2008 (38%) and 2009 (37%), Wilayah Persekutuan or Kuala Lumpur respondents dominate the largest portion of our 2010 sample with 39% of the poll followed closely by pollsters from Selangor with 29% (35% in 2009). Again, we recorded a general increase in the number of respondents from the Northern, Southern and East Malaysia regions, resulting in a better distributed geographic sample for the 2010 survey.



State	Total	Percentage (%)
Johor	109	5.72
Kedah	25	1.31
Kelantan	19	1.00
Melaka	38	1.99
Negeri Sembilan	57	2.99
Others	1	0.05
Pahang	46	2.41
Perak	104	5.45
Perlis	2	0.10
Pulau Pinang	119	6.24
Putrajaya	9	0.47
Sabah	11	0.58
Sarawak	31	1.63
Selangor	559	29.31
Terengganu	32	1.68
Wilayah Persekutuan	745	39.07
Total	1907	100

Income

For the seventh year in a row, (as in 2009, 2008, 2007, 2006, 2005 and 2004), the most number of respondents in our 2010 survey fell into the RM2100 - RM3000 salary bracket making up 32% (28% in 2009) of the entire poll sample. The number of respondents in the RM3100 to RM4000 category has also grown to 23% (17% in 2009) this year, thus giving us a much better understanding of what brands people with higher incomes are more familiar with.



Income	Total	Percentage (%)
RM1000 and below	269	14.11
RM1100 - RM2000	327	17.15
RM2100 - RM3000	614	32.20
RM3100 - RM4000	439	23.02
RM4100 - RM5000	169	8.86
RM5100 and above	89	4.66
Total	1907	100

Note: * This is a random survey. Figures in no way represent actual market share of featured brands.* This poll represents the brand perception that respondents have with regards to product categories. It does not necessarily indicate what consumers in Malaysia are actually buying.

COMMUNICATIONS

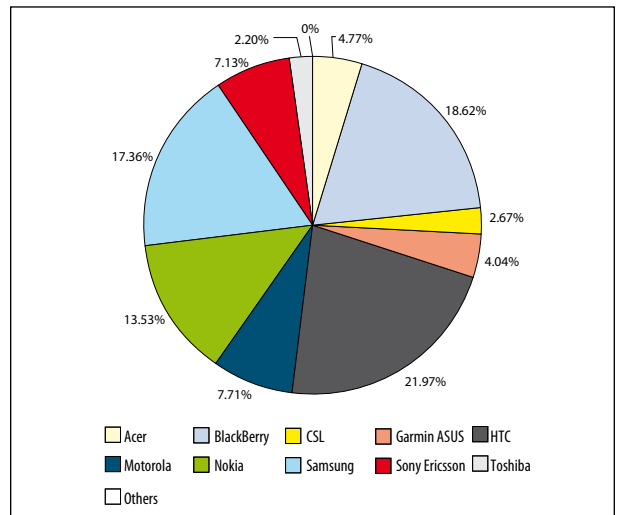
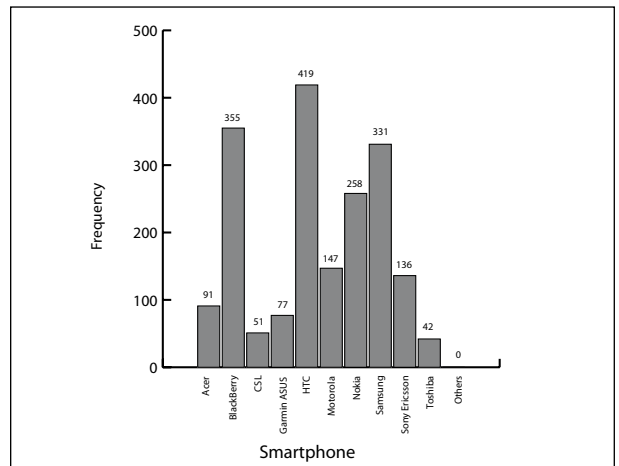
Smartphone

Top 3 Brands

- 1) HTC 2) BlackBerry 3) Samsung

Our Smartphone / PDA Phone category is now known simply as Smartphone. 2010 has seen the likes of HTC and Samsung continuing to unveil exciting new touchscreen Android models. As predicted in 2009, most of us are already using or plan to use smartphones. As in 2008 and 2009, this year's Brand Survey sees the ever-popular HTC taking top honors for the third year in a row with 22% (16% in 2009) of the sample. BlackBerry pushes up into second spot with 19% (14% in 2009) while Samsung drops back to third spot with 17% (15% in 2009) of the vote in the 2010 poll.

Smartphone	Total	Percentage (%)
Acer	91	4.77
BlackBerry	355	18.62
CSL	51	2.67
Garmin ASUS	77	4.04
HTC	419	21.97
Motorola	147	7.71
Nokia	258	13.53
Samsung	331	17.36
Sony Ericsson	136	7.13
Toshiba	42	2.20
Others	0	0.00
Total	1907	100



CE / AV

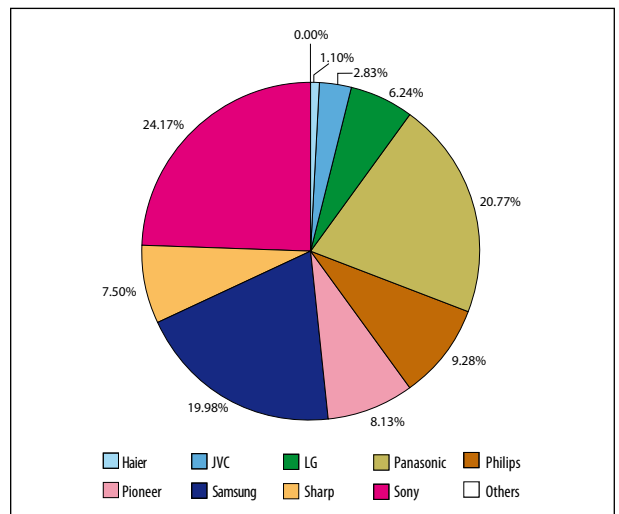
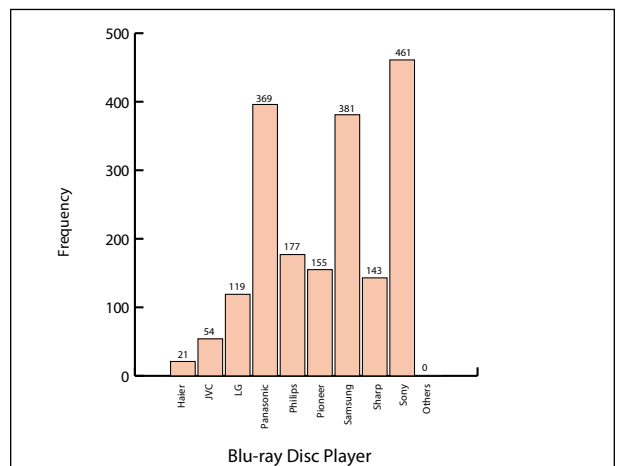
Blu-ray Disc Player

Top 3 Brands

- 1) Sony 2) Panasonic 3) Samsung

Replacing the Combo Drives category in our survey since 2008, the Blu-ray Disc Player category is a keenly contested one. In 2010 prices of media as well as players continue to drop as Blu-ray entertainment finds its way into more Malaysian households. Blu-ray is fast displacing the DVD in higher income Malaysian households and when asked, our respondents in 2010 said that they preferred the following brands when they thought of Blu-ray Disk players: Sony (24%), Panasonic (21%) and Samsung (20%).

Blu-ray Disc Player	Total	Percentage (%)
Haier	21	1.10
JVC	54	2.83
LG	119	6.24
Panasonic	396	20.77
Philips	177	9.28
Pioneer	155	8.13
Samsung	381	19.98
Sharp	143	7.50
Sony	461	24.17
Others	0	0.00
Total	1907	100

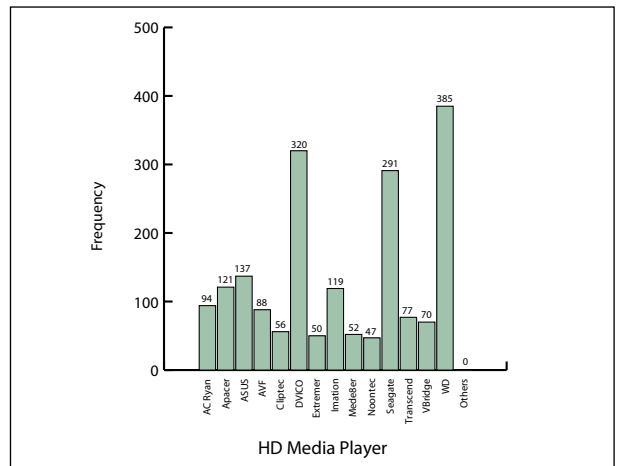


HD Media Player

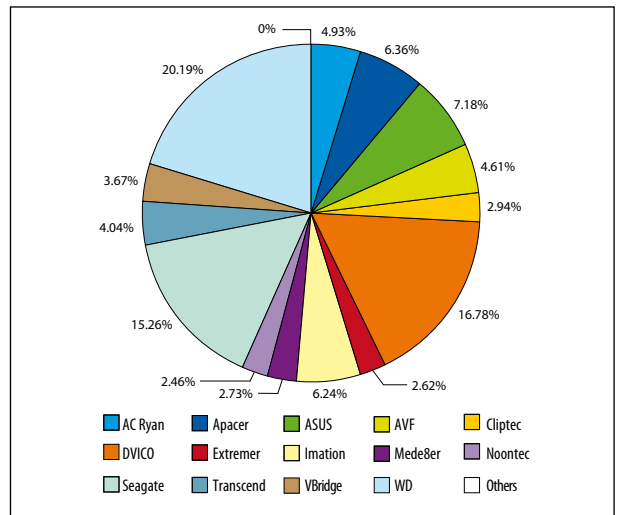
Top 3 Brands

- 1) WD 2) DVICO 3) Seagate

A new category in the 2010 survey, HD Media Players are starting to move from being the players of choice for tech-savvy consumers to mainstream consumers with HDTVs in general. With the ability to play a myriad of formats, sporting compact sizes and having user-friendly interfaces, the HD Media Player is certainly here to stay. Our respondents voted for WD (20%), DVICO (17%) and Seagate (15%) as their top brands in this inaugural category for 2010.



HD Media Player	Total	Percentage (%)
AC Ryan	94	4.93
Apacer	121	6.35
ASUS	137	7.18
AVF	88	4.61
Cliptec	56	2.94
DVICO	320	16.78
Extremier	50	2.62
IMATION	119	6.24
Mede8er	52	2.73
Noontec	47	2.46
Seagate	291	15.26
Transcend	77	4.03
VBridge	70	3.67
WD	385	20.19
Others	0	0.00
Total	1907	100

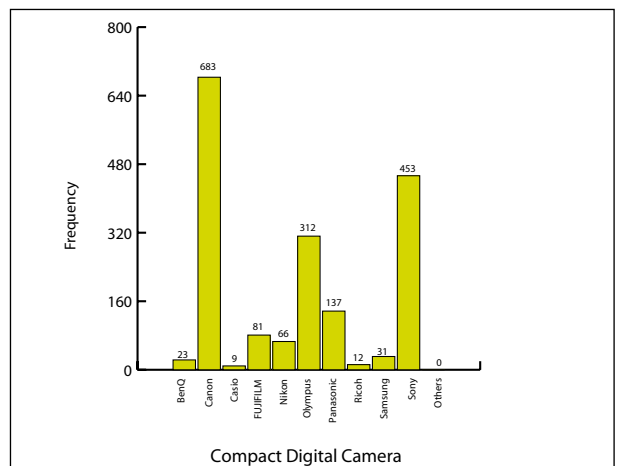


Compact Digital Camera

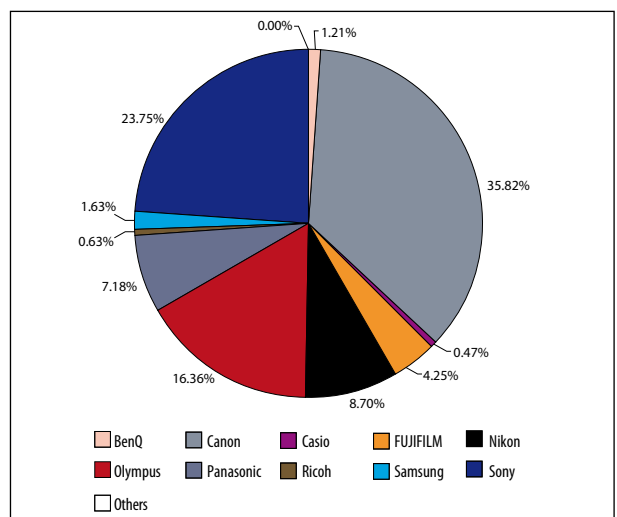
Top 3 Brands

- 1) Canon 2) Sony 3) Olympus

2009 brought us the intelligent compact digital camera thanks to better image stabilization, face recognition and other processor-aided tools. This year's models boast even better lenses and superzoom capabilities with next-gen image stabilization to boot. Canon continues to make the top spot in our survey its very own with 36% (28% in 2009) of the vote. Second place again goes to Sony with 24% (18% in 2009) of the poll while Olympus moves past Nikon to take third spot with 16% of the total sample.



Compact Digital Camera	Total	Percentage (%)
BenQ	23	1.21
Canon	683	35.82
Casio	9	0.47
FUJIFILM	81	4.25
Nikon	166	8.70
Olympus	312	16.36
Panasonic	137	7.18
Ricoh	12	0.63
Samsung	31	1.63
Sony	453	23.75
Others	0	0.00
Total	1907	100

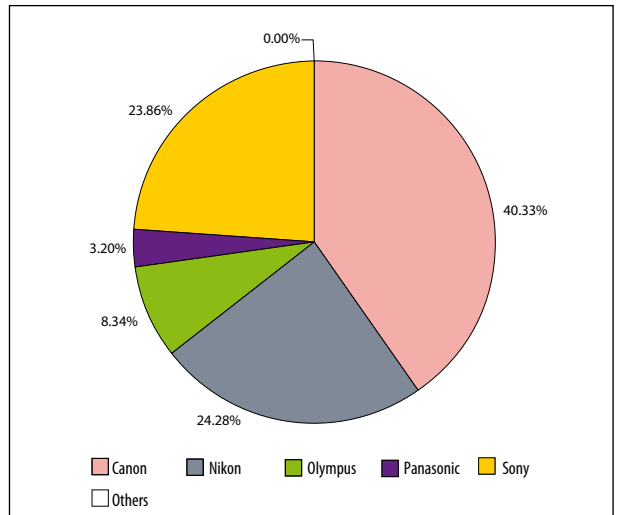
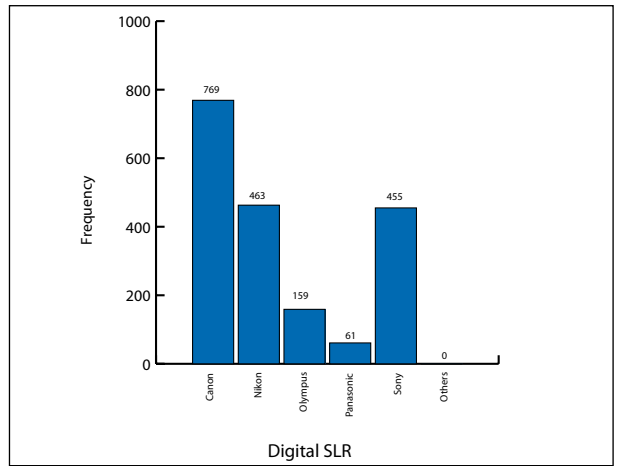


Digital SLR

Top 3 Brands

- 1) Canon 2) Nikon 3) Sony

Just like the past three years, Canon as expected, once again picks-up top spot for DSLRs in the 2010 survey. This year, manufacturers continue the trend of coming out with even more affordable models touting features usually reserved for mid to high-end professional models. As remarked in 2008, the trend of more and more prosumers in Malaysia swapping digital cameras for DSLRs still continues. Our 2010 survey results show that if our respondents were to purchase a DSLR they would look at the following three brands: Canon 40% (31% in 2009), Nikon 24% (25% in 2009) and Sony 23% (24% in 2009). Olympus takes fourth spot again this year with 8% of the sample.



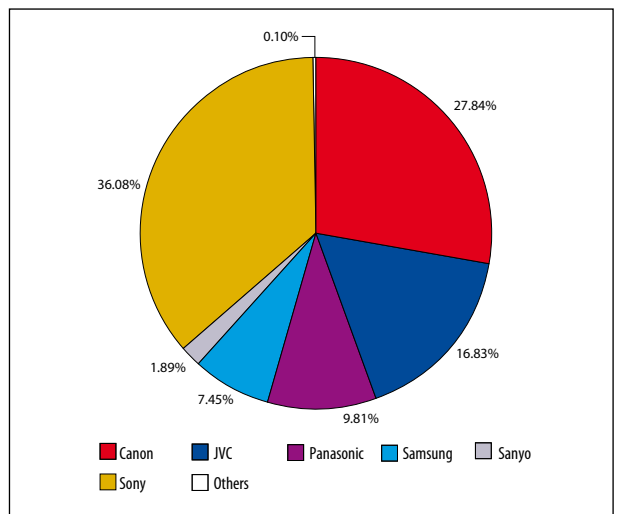
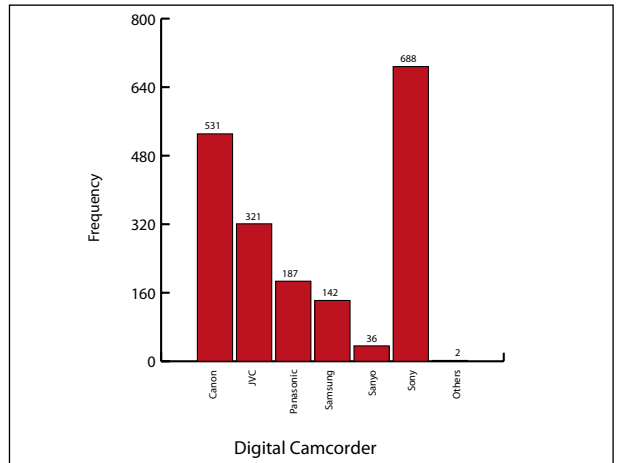
Digital SLR	Total	Percentage (%)
Canon	769	40.33
Nikon	463	24.28
Olympus	159	8.34
Panasonic	61	3.20
Sony	455	23.86
Others	0	0.00
Total	1907	100

Digital Camcorder

Top 3 Brands

- 1) Sony 2) Canon 3) JVC

The popularity of HD camcorders has grown quite a bit in 2010. As in past years, prices in 2010 are still getting even more competitive but more importantly, the technology in the current generation of camcorders has improved in leaps and bounds. As it has been for the past few years now, the top 3 brands that come to mind among our brand survey respondents when they think of digital camcorders in 2010 are still Sony 36% (35% in 2009), Canon 28% (28% in 2009) and JVC 17% (17% in 2009).



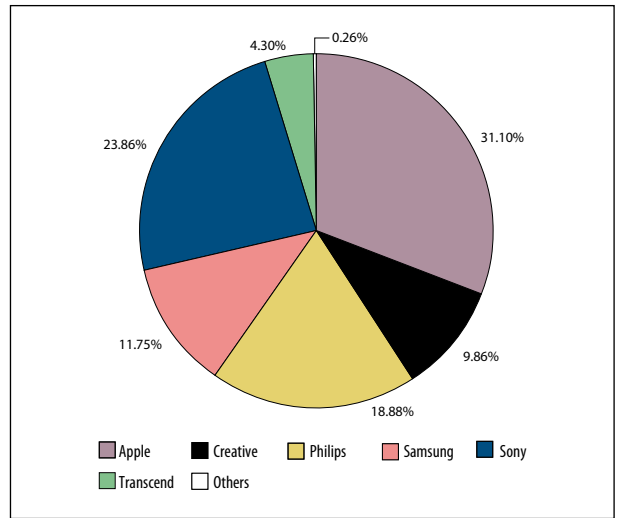
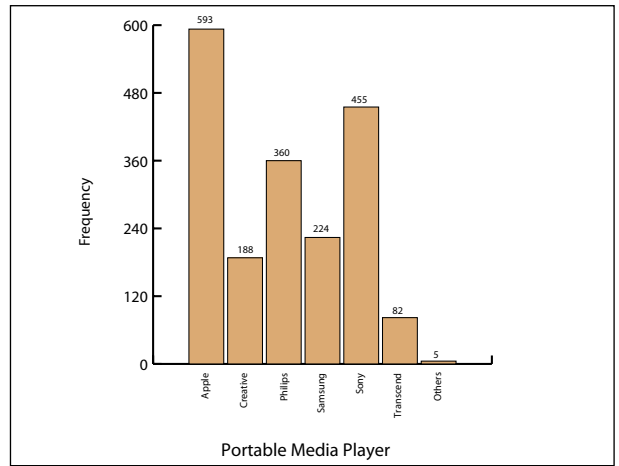
Digital Camcorder	Total	Percentage (%)
Canon	531	27.84
JVC	321	16.83
Panasonic	187	9.81
Samsung	142	7.45
Sanyo	36	1.89
Sony	688	36.08
Others	2	0.10
Total	1907	100

Portable Media Player

Top 3 Brands

- 1) Apple 2) Sony 3) Philips

Compared to the 2009 survey with 9 brands competing for honors, this year's survey sees the number of PMP brands dropping to just 6. Its not that PMPs are waning in terms of popularity but simply that the current trend sees more and more consumers settling on key brands. As in 2006, 2007, 2008 and 2009, our respondents in 2010 say that Apple is the number one PMP brand. The iPod maker gets 31% (35% in 2009) of the entire vote with popular brand Sony coming in second for the third year running with 24% (23% in 2009) of the sample. Third place in 2010 goes to Philips with 19% of the vote.



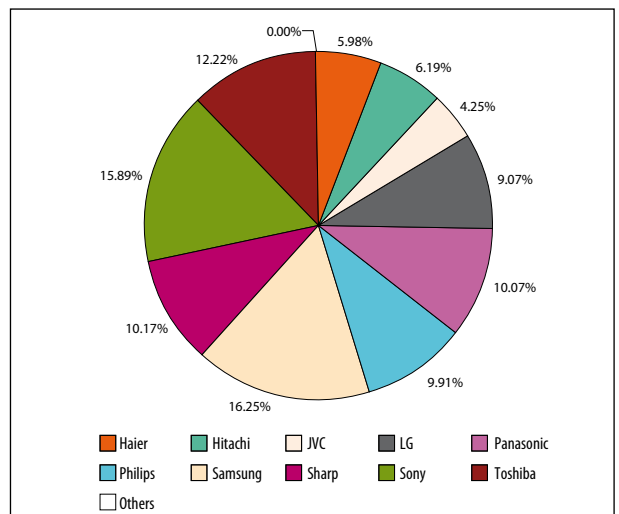
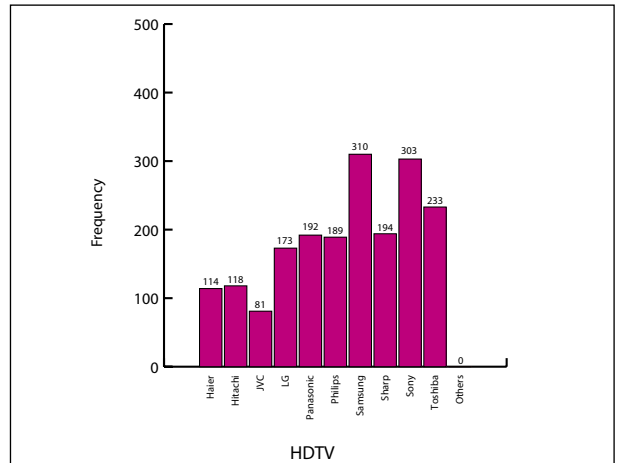
Portable Media Player	Total	Percentage (%)
Apple	593	31.10
Creative	188	9.86
Philips	360	18.88
Samsung	224	11.75
Sony	455	23.86
Transcend	82	4.30
Others	5	0.26
Total	1907	100

HDTV

Top 3 Brands

- 1) Samsung 2) Sony 3)Toshiba

This year, HDTV replaces the LCD TV category as we are seeing more models spouting Full HD or HD-ready displays regardless of technology. Prices for these HDTVs have come down in general with popular brands now regularly offering value series models. 3D TVs still command a premium though but are slowly making inroads in the HDTV segment. Just as in 2009, Samsung cements its position at No.1 yet again with 16% of the vote ahead of Japanese display giants Sony who finish in a close second spot with 15% of the sample vote. Our respondents once again have voted Toshiba (12%) as the third most popular brand for HDTVs for the third year running.



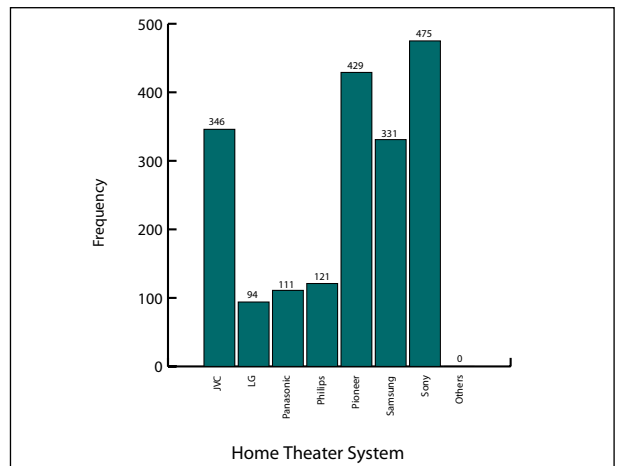
HDTV	Total	Percentage (%)
Haier	114	5.98
Hitachi	118	6.19
JVC	81	4.25
LG	173	9.07
Panasonic	192	10.07
Philips	189	9.91
Samsung	310	16.25
Sharp	194	10.17
Sony	303	15.89
Toshiba	233	12.22
Others	0	0.00
Total	1907	100

Home Theater System

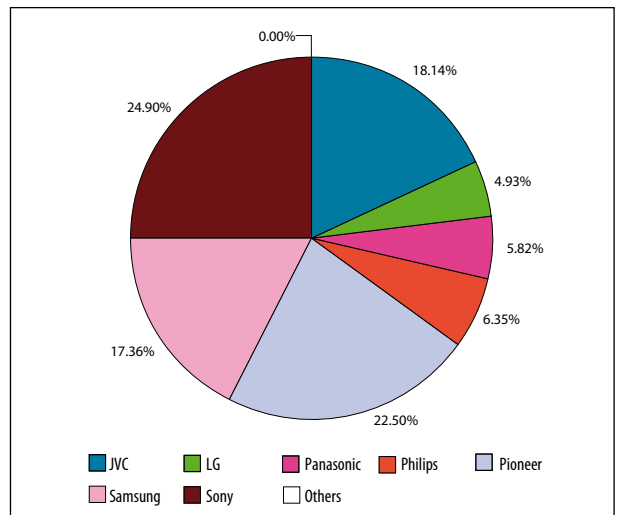
Top 3 Brands

- 1) Sony 2) Pioneer 3) JVC

Although first making its appearance in our 2008 brand survey, home theater systems have been around for quite a number of years now. However, with the arrival of Blu-ray and HDTVs, consumers now want to experience not just surround sound but also high definition video playback in their homes without having to break the bank. Just as in 2008 and 2009, respondents have once again selected Sony as the top Home Theater System brand with 25% (20% in 2009) of the vote. Popular Japanese brand Pioneer picks-up second place yet again with 22% (18% in 2009) while JVC also comes in third again with 18% (15% in 2009) of the sample nodding in their favor.



Home Theater System	Total	Percentage (%)
JVC	346	18.14
LG	94	4.93
Panasonic	111	5.82
Philips	121	6.35
Pioneer	429	22.50
Samsung	331	17.36
Sony	475	24.90
Others	0	0.00
Total	1907	100

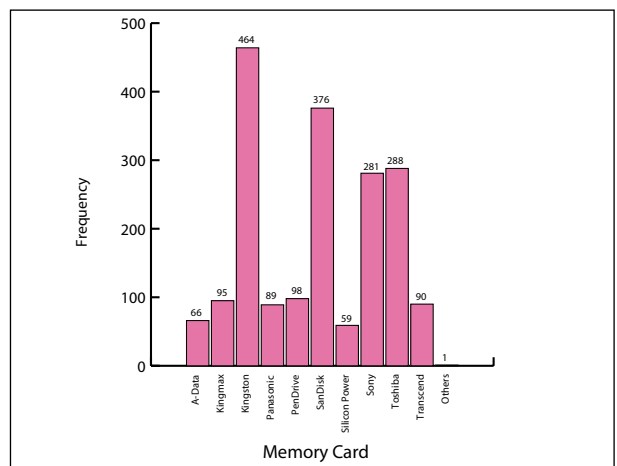


Memory Card

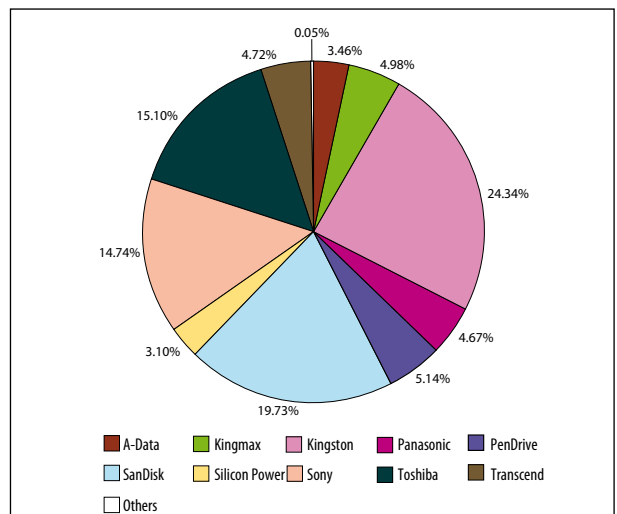
Top 3 Brands

- 1) Kingston 2) SanDisk 3) Toshiba

The ubiquitous memory card first made its appearance in our brand survey way back in 2006. Fast forward to 2010 and this nifty tool of the trade has become an afterthought for many a user these days. Still, as prices continue to drop, capacities keep growing and new designs abound, our respondents say Kingston (24%), SanDisk (18%) and Toshiba (15%) are the brands they go to when they think of memory cards.



Memory Card	Total	Percentage (%)
A-DATA	66	3.46
Kingmax	95	4.98
Kingston	464	24.34
Panasonic	89	4.67
PenDrive	98	5.14
SanDisk	376	19.73
Silicon Power	59	3.10
Sony	281	14.74
Toshiba	288	15.10
Transcend	90	4.72
Others	1	0.05
Total	1907	100

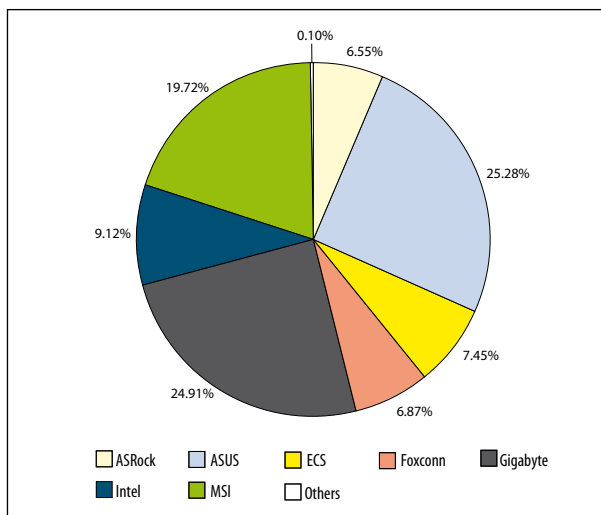
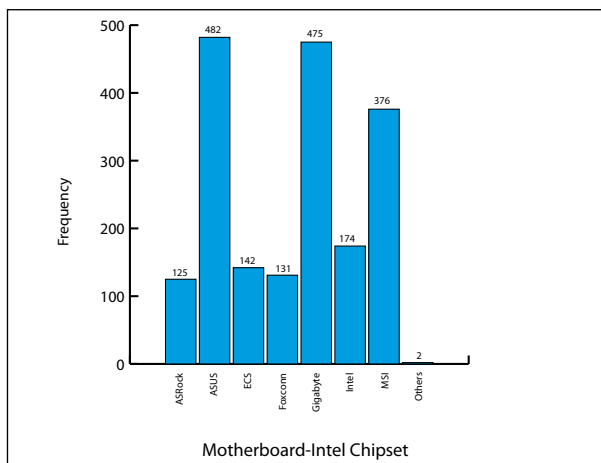


Motherboard - Intel Chipset

Top 3 Brands

- 1) **ASUS** 2) **Gigabyte** 3) **MSI**

Just as in 2007, 2008 and 2009, ASUS holds on to its top ranking for four years in a row. ASUS clinches top spot with 25% of our respondents voting for the popular Taiwanese motherboard brand. Gigabyte comes in second yet again with 24% of the sample vote with MSI coming in third again as well with 20%. Other brands that featured well in our survey were Intel (9%) and ECS (7%) who finished fourth and fifth respectively.



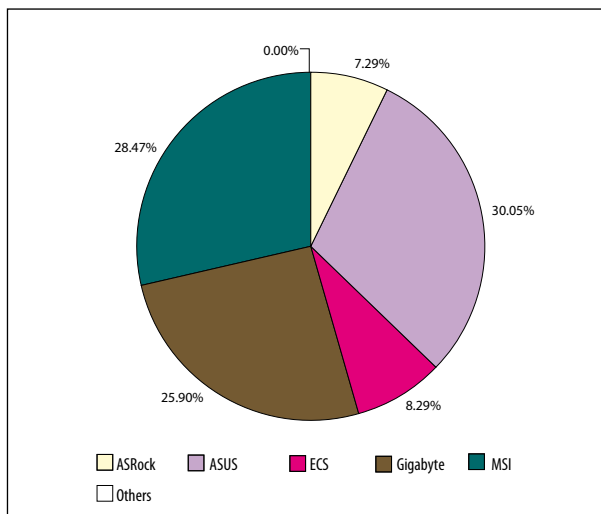
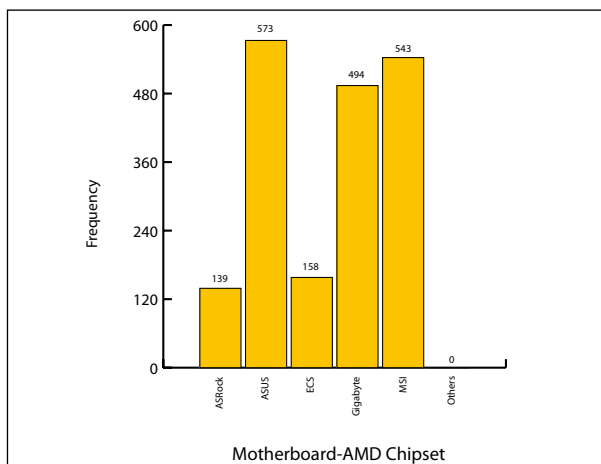
Motherboard - Intel Chipset	Total	Percentage (%)
ASRock	125	6.55
ASUS	482	25.28
ECS	142	7.45
Foxconn	131	6.87
Gigabyte	475	24.91
Intel	174	9.12
MSI	376	19.72
Others	2	0.10
Total	1907	100

Motherboard - AMD Chipset

Top 3 Brands

- 1) **ASUS** 2) **MSI** 3) **Gigabyte**

For the first time in six years, the AMD chipset-based motherboard category is no longer dominated by Gigabyte as ASUS and MSI pick-up the honors ahead of the traditionally popular brand. AMD-chipset boards continue to enjoy popularity among Malaysians looking for the most bang for their buck in 2010. This year sees the three most popular brands in this category swapping places with ASUS rising to top spot with 30% of the vote. MSI moving into second (28%) and Gigabyte picking-up third (26%).



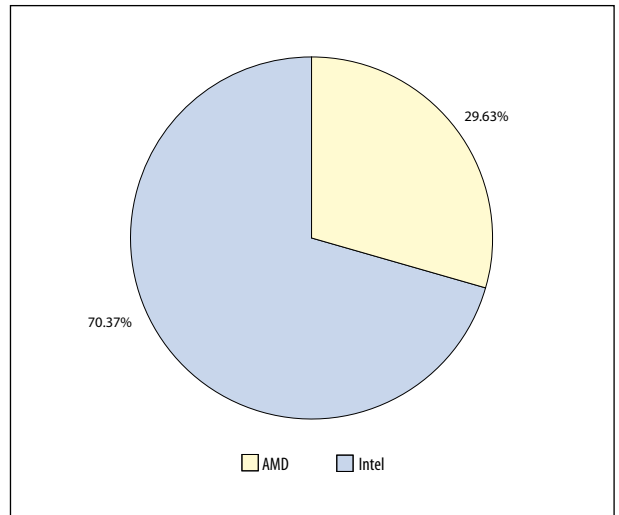
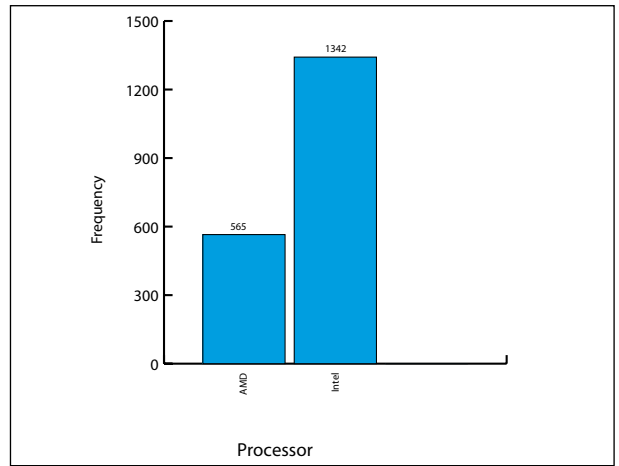
Motherboard - AMD Chipset	Total	Percentage (%)
ASRock	139	7.29
ASUS	573	30.05
ECS	158	8.29
Gigabyte	494	25.90
MSI	543	28.47
Others	0	0.00
Total	1907	100

Processor

Top Brands

- 1) Intel 2) AMD

Once again the two popular chip makers meet head on for the eight time in our 2010 poll. It is no surprise that our winner since 2003, Intel once again makes the CPU crown in Malaysia its very own. Intel walks away with top honors for this year with a huge 70% portion of the entire 2010 sample. AMD has to settle for second spot yet again with 29% of our respondents returning them as runner-up in this category again.



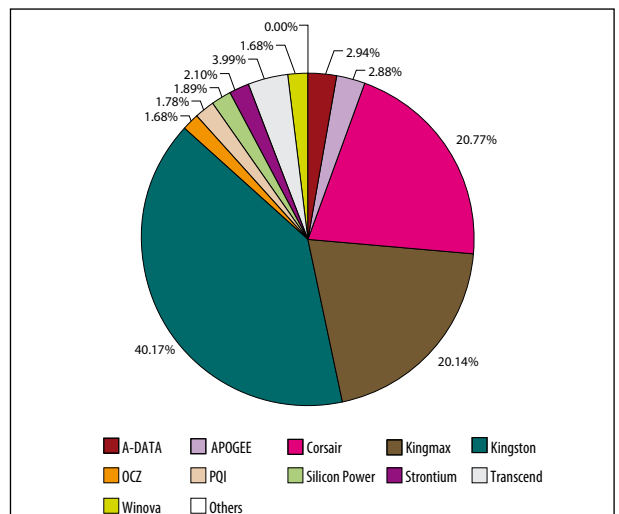
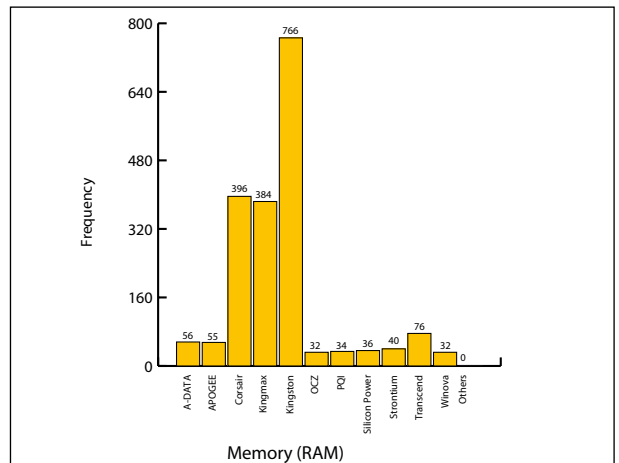
Processor	Total	Percentage (%)
AMD	565	29.63
Intel	1342	70.37
Total	1907	100

Memory (RAM)

Top 3 Brands

- 1) Kingston 2) Corsair 3) Kingmax

Ever since the very first brand survey in 2003, Kingston has continued to make this category its very own. Dominating the Memory (RAM) category for the eight year running in our 2010 survey, the ever-popular memory manufacturer secured 40% of the total vote in this year's sample. Enthusiast memory specialists, Corsair returns to claim second spot again for the sixth year running with 20% of the sample ahead of Kingmax who comes in third again with 20% of the total vote.



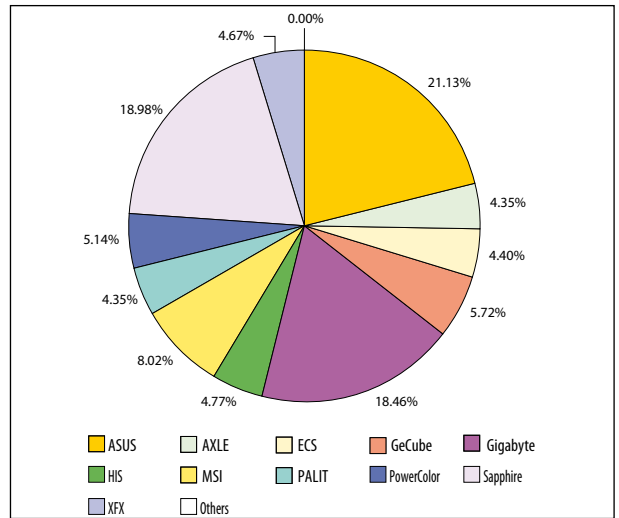
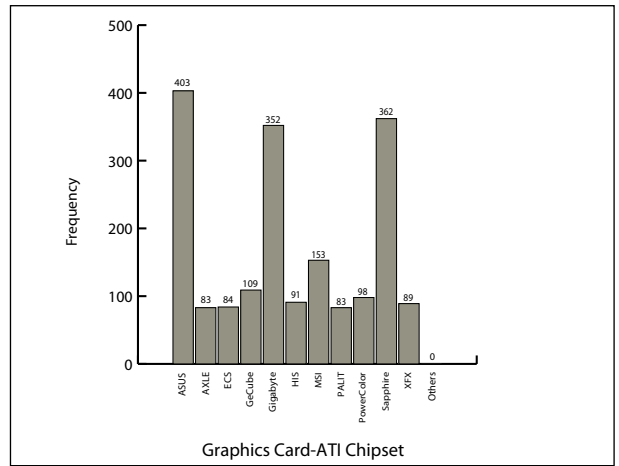
Memory (RAM)	Total	Percentage (%)
A-DATA	56	2.94
APOGEE	55	2.88
Corsair	396	20.77
Kingmax	384	20.14
Kingston	766	40.17
OCZ	32	1.68
PQI	34	1.78
Silicon Power	36	1.89
Strontium	40	2.10
Transcend	76	3.99
Winova	32	1.68
Others	0	0.00
Total	1907	100

Graphics Card - ATI Chipset

Top 3 Brands

- 1) **ASUS** 2) **Sapphire** 3) **Gigabyte**

This year's winner, ASUS holds on to top spot for the third year running in this category with 21% of voters nodding in their favor yet again. Fast-growing brand, Sapphire picks-up second spot for the third time as well with 19% of our respondents voting for them while third spot in the 2010 survey goes to Gigabyte (18%), displacing last year's third spot winner, PowerColor.



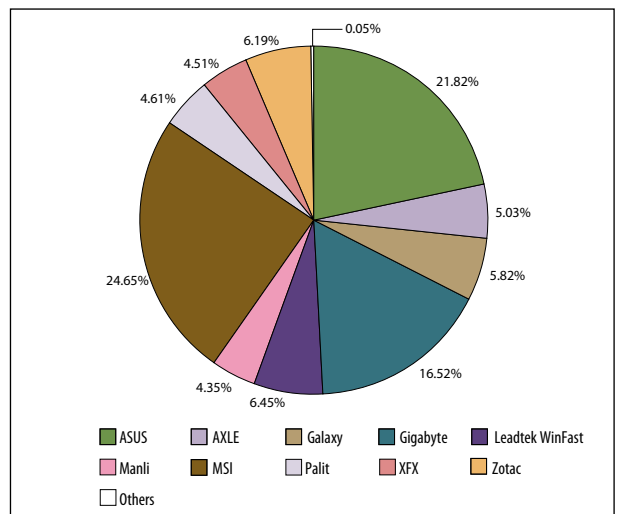
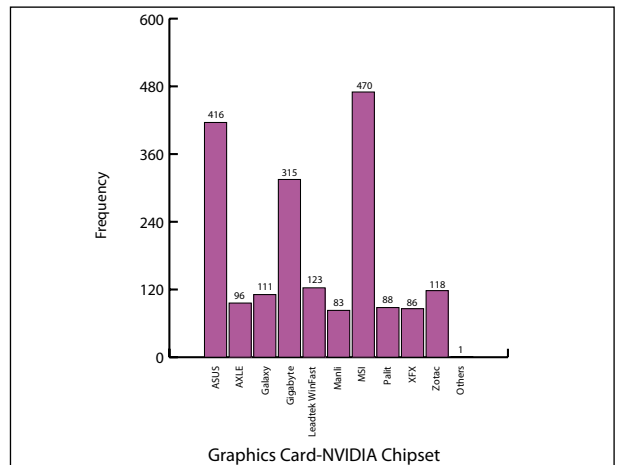
Graphics Card - ATI Chipset	Total	Percentage (%)
ASUS	403	21.13
AXLE	83	4.35
ECS	84	4.40
GeCube	109	5.72
Gigabyte	352	18.46
HIS	91	4.77
MSI	153	8.02
PALIT	83	4.35
PowerColor	98	5.14
Sapphire	362	18.98
XFX	89	4.67
Others	0	0.00
Total	1907	100

Graphics Card - NVIDIA Chipset

Top 3 Brands

- 1) **MSI** 2) **ASUS** 3) **Gigabyte**

NVIDIA chipset graphic cards have always been popular among Malaysian consumers, especially gamers. In the 2010 survey, MSI is once again crowned as the most popular NVIDIA chipset card brand for the fifth year running with 25% of the total vote. ASUS again retains its second position for the sixth year in a row with 22% of our respondents voting for them again this year. Third spot for four consecutive years goes yet again to Gigabyte with 16% of our respondents voting for the popular brand.



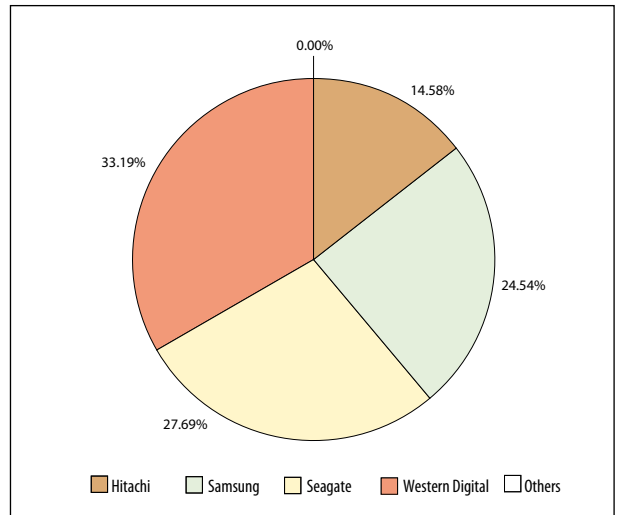
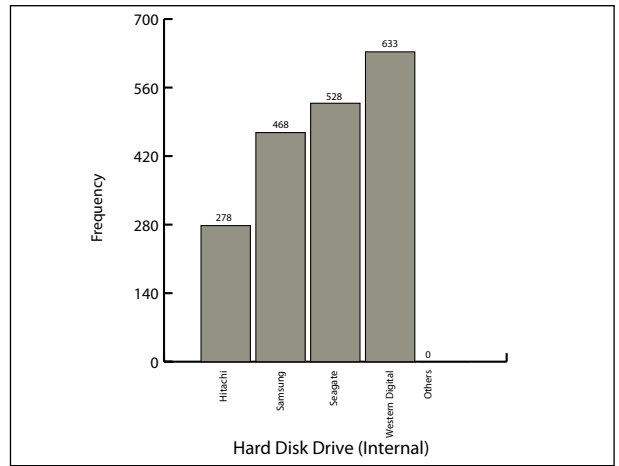
Graphics Card - NVIDIA Chipset	Total	Percentage (%)
ASUS	416	21.82
AXLE	96	5.03
Galaxy	111	5.82
Gigabyte	315	16.52
Leadtek WinFast	123	6.45
Manli	83	4.35
MSI	470	24.65
Palit	88	4.61
XFX	86	4.51
Zotac	118	6.19
Others	1	0.05
Total	1907	100

Hard Disk Drive (Internal)

Top 3 Brands

- 1) WD 2) Seagate 3) Samsung

2010 sees Terabyte HDDs becoming more mainstream and fast finding homes in most of our PCs. In our 2009 survey, Malaysians voted Seagate, Western Digital and Samsung as their top three brands. This year, our respondents voted for WD (33%) as their favorite internal HDD brand. Seagate comes in second with 28% ahead of third place brand Samsung who collected 25% of the vote.



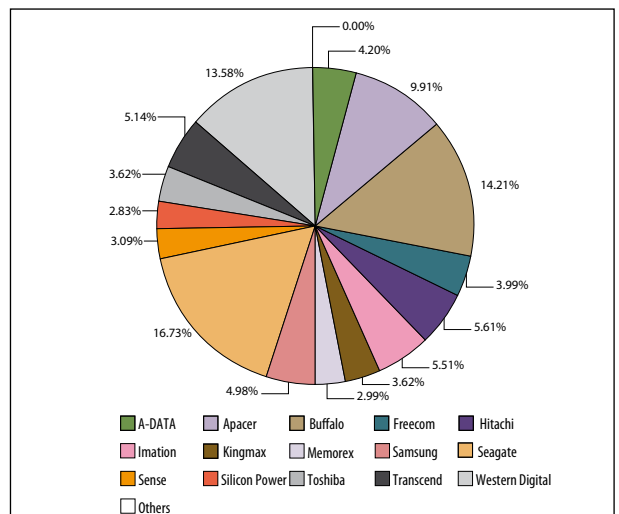
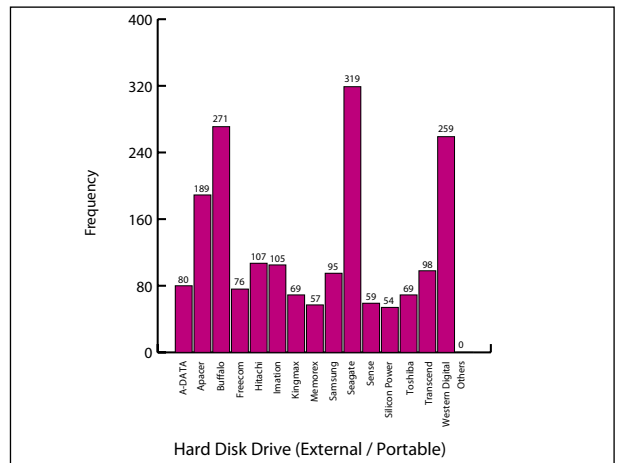
Hard Disk Drive (Internal)	Total	Percentage (%)
Hitachi	278	14.58
Samsung	468	24.54
Seagate	528	27.69
Western Digital	633	33.19
Others	0	0.00
Total	1907	100

Hard Disk Drive (External / Portable)

Top 3 Brands

- 1) Seagate 2) Buffalo 3) WD

External/portable HDD drives are pretty much indispensable these days especially for those of us who need to store large amounts of data, photos and videos. The advent of HD has also expedited the need for more storage on the go. Our 2010 respondents voted that when it comes to external HDDs, the brands they like are Seagate (17%), Buffalo (14%) and WD (13%).



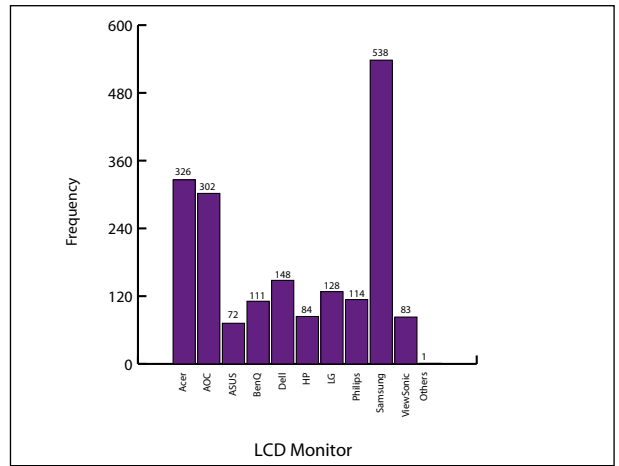
Hard Disk Drive (External / Portable)	Total	Percentage (%)
A-DATA	80	4.20
Apacer	189	9.91
Buffalo	271	14.21
Freecom	76	3.99
Hitachi	107	5.61
Imation	105	5.51
Kingmax	69	3.62
Memorex	57	2.99
Samsung	95	4.98
Seagate	319	16.73
Sense	59	3.09
Silicon Power	54	2.83
Toshiba	69	3.62
Transcend	98	5.14
Western Digital	259	13.58
Others	0	0.00
Total	1907	100

LCD Monitor

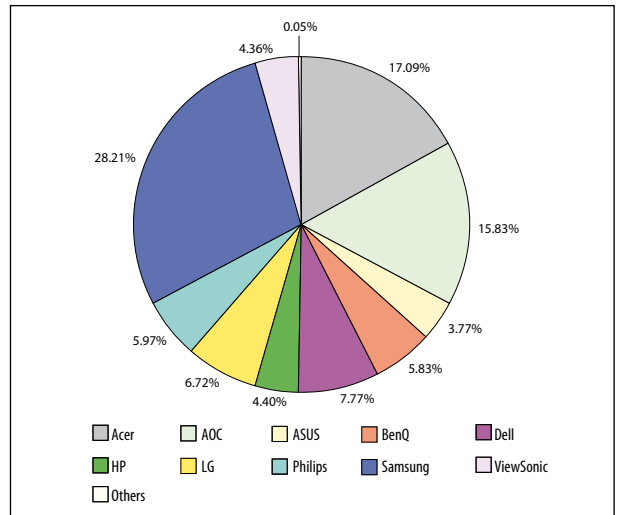
Top 3 Brands

1) Samsung 2) Acer 3) AOC

2010 has been about LED-backlit widescreen models going mainstream. Offering ever slimmer designs and lower power consumption, these new models are seemingly the future of LCD desktop monitors. For the eight year running, hot favorite Samsung makes this category their own with 28% of the brand survey sample. Acer continues as the new force in this segment by taking second spot again with 17% of our respondents nodding in their favor. While AOC enters our Top 3 Brands for the first time with 16% of the vote.



LCD Monitor	Total	Percentage (%)
Acer	326	17.09
AOC	302	15.83
ASUS	72	3.77
BenQ	111	5.83
Dell	148	7.77
HP	84	4.40
LG	128	6.72
Philips	114	5.97
Samsung	538	28.21
ViewSonic	83	4.36
Others	1	0.05
Total	1907	100

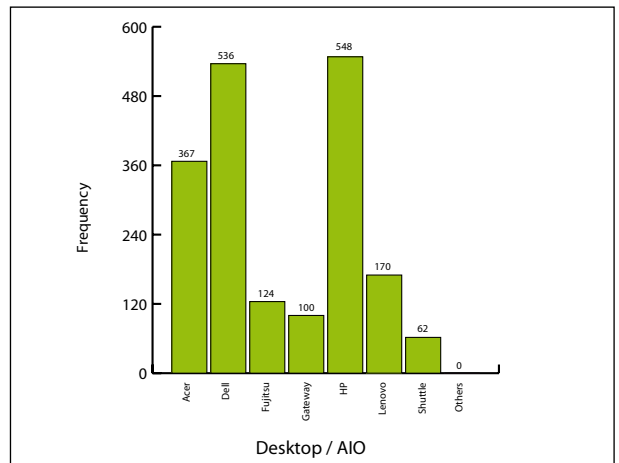


Desktop / AIO

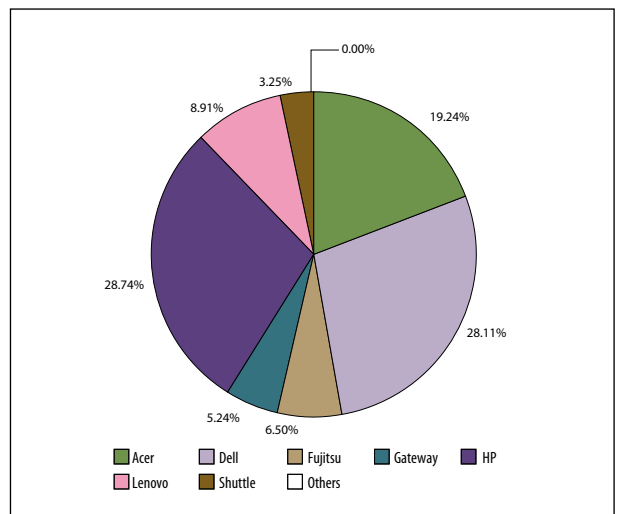
Top 3 Brands

1) HP 2) Dell 3) Acer

Touchscreen enabled and AIO desktop systems are now available in Malaysia. Replacing the old Desktop category, the Desktop / AIO category makes its debut in our 2010 survey with seven popular brands entering the fray. HP walks away with top spot (29%) in this inaugural result while Dell is a close second (28%) and Acer third with 19% of pollsters nodding in their favor.



Desktop / AIO	Total	Percentage (%)
Acer	367	19.24
Dell	536	28.11
Fujitsu	124	6.50
Gateway	100	5.24
HP	548	28.74
Lenovo	170	8.91
Shuttle	62	3.25
Others	0	0.00
Total	1907	100

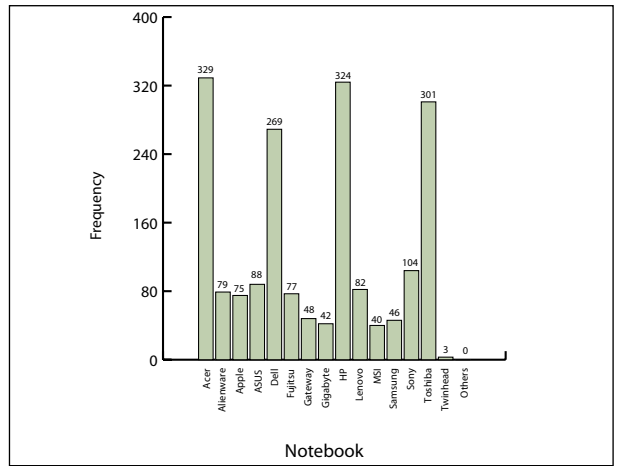


Notebook

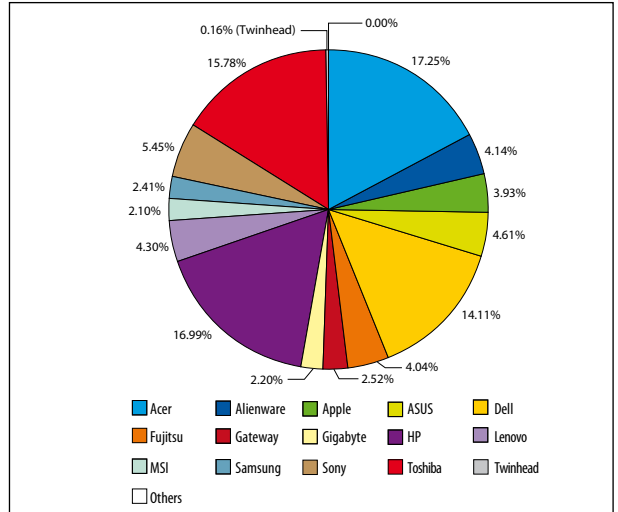
Top 3 Brands

- 1) Acer 2) HP 3) Toshiba

While tablets start to hog the limelight, notebooks continue to dominate the local PC buying market. In 2010, notebook makers continued to release new models touting more powerful processors and graphics as well as slimmer designs. In this keenly contested category, our brand survey this year sees 15 brands vying for top honors. For the fifth year running, our respondents in 2010 have chosen Acer (17%), HP (16%) and Toshiba (15%) as their Top 3 Brands. Popular brands Dell, Sony and ASUS had to settle with fourth, fifth and sixth placing respectively.



Notebook	Total	Percentage (%)
Acer	329	17.25
Alienware	79	4.14
Apple	75	3.93
ASUS	88	4.61
Dell	269	14.11
Fujitsu	77	4.04
Gateway	48	2.52
Gigabyte	42	2.20
HP	324	16.99
Lenovo	82	4.30
MSI	40	2.10
Samsung	46	2.41
Sony	104	5.45
Toshiba	301	15.78
Twinhead	3	0.16
Others	0	0.00
Total	1907	100

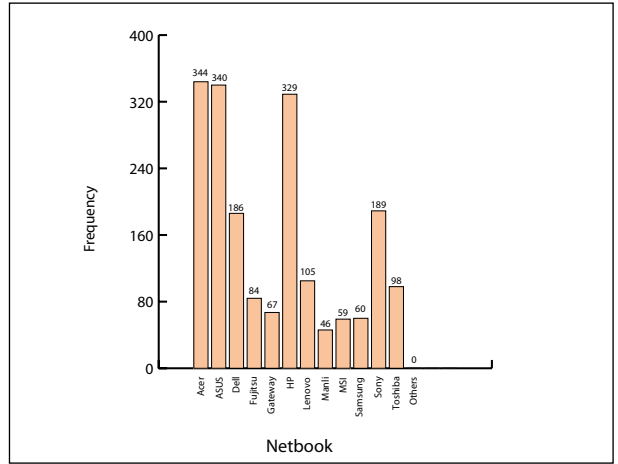


Netbook

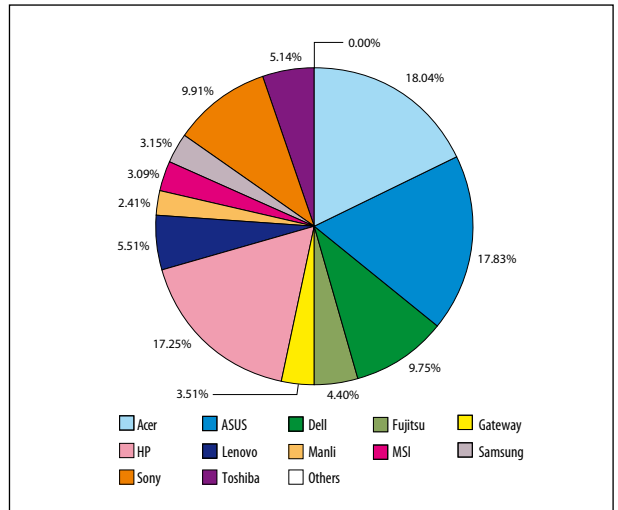
Top 3 Brands

- 1) Acer 2) ASUS 3) HP

Appearing for the third time in our brand survey is the netbook category. In 2010, the netbook is starting to face stiff competition from cheaper tablets riding the wave of the iPad's popularity. This year, when our respondents think of netbooks, they think of the following brands: Acer (18%), ASUS (17.8%) and HP (17.2%).



Netbook	Total	Percentage (%)
Acer	344	18.04
ASUS	340	17.83
Dell	186	9.75
Fujitsu	84	4.40
Gateway	67	3.51
HP	329	17.25
Lenovo	105	5.51
Manli	46	2.41
MSI	59	3.09
Samsung	60	3.15
Sony	189	9.91
Toshiba	98	5.14
Others	0	0.00
Total	1907	100



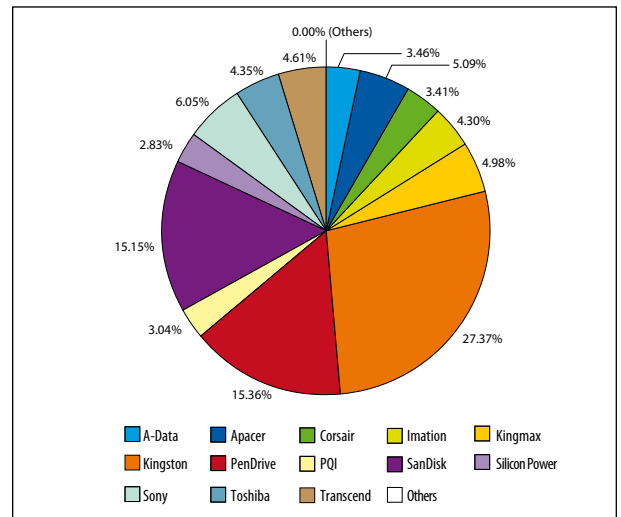
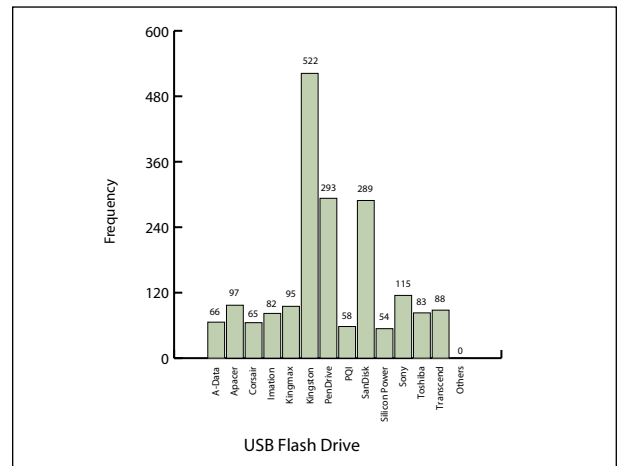
USB Flash Drive

Top 3 Brands

- 1) Kingston 2) PenDrive 3) SanDisk

One of the largest categories in our 2010 survey with 13 brands on show, USB flash drives are as ubiquitous as the floppy used to be years ago. Affordable, compact and hardy, flash drives are now pretty much the mobile storage tool of choice for most people. As in 2008 and 2009, our pool of respondents have selected the same three brands as their Top 3 Brands again: Kingston (27%), PenDrive (15.3%) and SanDisk (15.1%).

USB Flash Drive	Frequency	Percentage (%)
A-Data	66	3.46
Apacer	97	5.09
Corsair	65	3.41
Imation	82	4.30
Kingmax	95	4.98
Kingston	522	27.37
PenDrive	293	15.36
PQI	58	3.04
SanDisk	289	15.15
Silicon Power	54	2.83
Sony	115	6.05
Toshiba	83	4.35
Transcend	88	4.61
Others	0	0.00
Total	1907	100



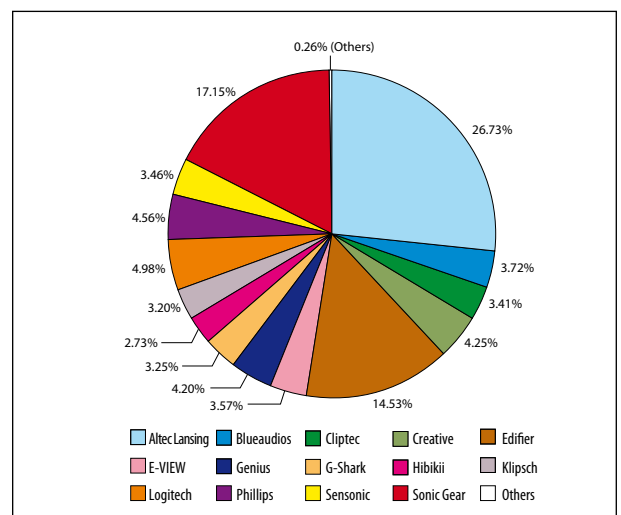
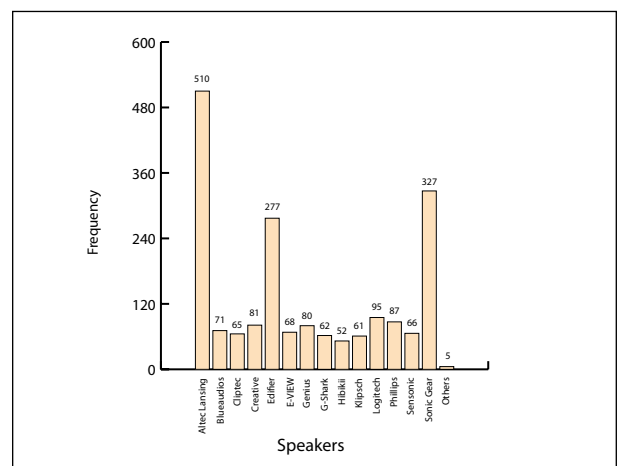
Speakers

Top 3 Brands

- 1) Altec Lansing 2) Sonic Gear 3) Edifier

Since our first brand survey in 2003, Altec Lansing has become the de facto brand of choice for respondents. A firm favorite, the ever-popular brand once again picks-up top spot with 27% of the sample. 2008 and 2009 runners-up, Sonic Gear claims second spot yet again (17%) while Edifier returns to cement its third place with 14% of the vote. Logitech retains fourth spot from last year while Philips takes fifth place again.

Speakers	Frequency	Percentage (%)
Altec Lansing	510	26.73
Blueaudios	71	3.72
Cliptec	65	3.41
Creative	81	4.25
Edifier	277	14.53
E-VIEW	68	3.57
Genius	80	4.20
G-Shark	62	3.25
Hibikii	52	2.73
Klipsch	61	3.20
Logitech	95	4.98
Philips	87	4.56
Sensonic	66	3.46
Sonic Gear	327	17.15
Others	5	0.26
Total	1907	100

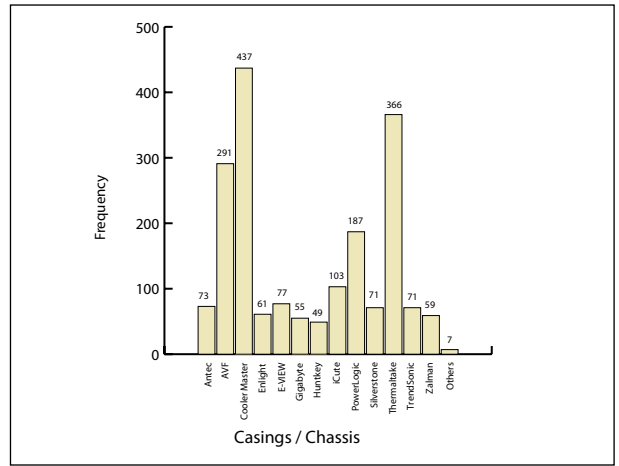


Casings / Chassis

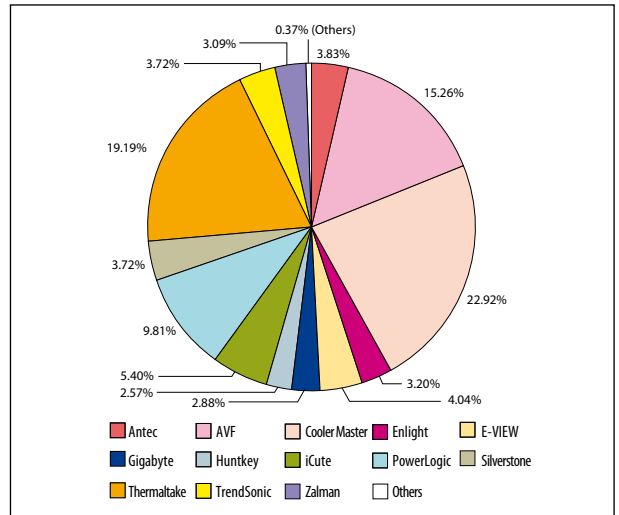
Top 3 Brands

- 1) Cooler Master 2) Thermaltake 3) AVF

While notebooks and netbooks surge in sales, PC casings still attract a fair amount of attention from gamers and overclockers looking for well-designed models. Manufacturers continue to innovate with better airflow and space allocation for components, so there's always something to interest consumers. As was the case in 2008 and 2009, popular Taiwanese brand Cooler Master sits on top of the list as the 2010 top brand in our survey with 23% of the vote. Thermaltake leaps into second spot with 19% of the survey while third place goes yet again to local brand AVF with 15%.



Casings / Chassis	Frequency	Percentage (%)
Antec	73	3.83
AVF	291	15.26
Cooler Master	437	22.92
Enlight	61	3.20
E-VIEW	77	4.04
Gigabyte	55	2.88
Huntkey	49	2.57
iCute	103	5.40
PowerLogic	187	9.81
Silverstone	71	3.72
Thermaltake	366	19.19
TrendSonic	71	3.72
Zalman	59	3.09
Others	7	0.37
Total	1907	100

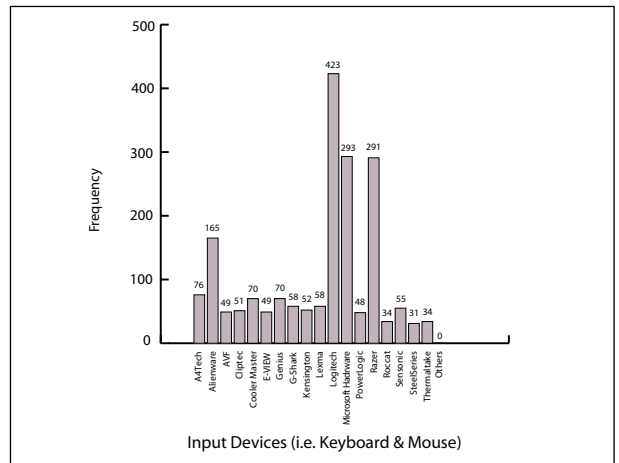


Input Devices (i.e. Keyboard & Mouse)

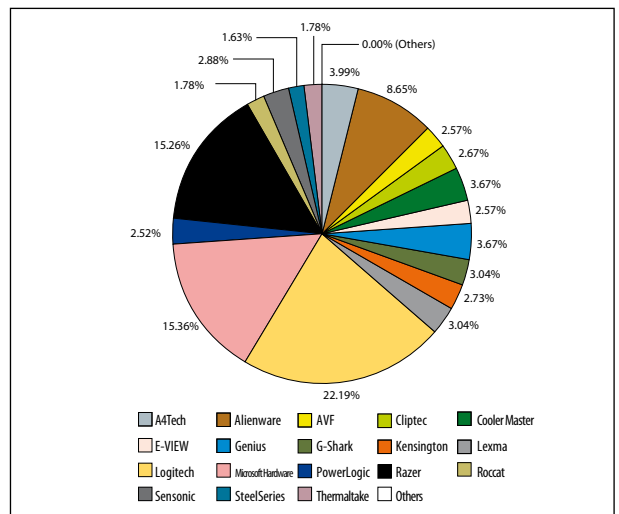
Top 3 Brands

- 1) Logitech 2) Microsoft Hardware 3) Razer

Since 2006, Logitech has been crowned king of input devices. It is no different in 2010, with the popular brand securing 22% of the sample. Microsoft Hardware claims second spot for the third year in a row with 15.3% of our respondents nodding in its favor. Popular gaming peripherals maker Razer secures third spot yet again with 15.2% of our sample. Alienware climbs to fourth spot in 2010 with 8% of the vote.



Input Devices (i.e. Keyboard & Mouse)	Frequency	Percentage (%)
A4Tech	76	3.99
Alienware	165	8.65
AVF	49	2.57
Cliptec	51	2.67
Cooler Master	70	3.67
E-VIEW	49	2.57
Genius	70	3.67
G-Shark	58	3.04
Kensington	52	2.73
Lexma	58	3.04
Logitech	423	22.19
Microsoft Hardware	293	15.36
PowerLogic	48	2.52
Razer	291	15.26
Roccat	34	1.78
Sensonic	55	2.88
SteelSeries	31	1.63
Thermaltake	34	1.78
Others	0	0.00
Total	1907	100

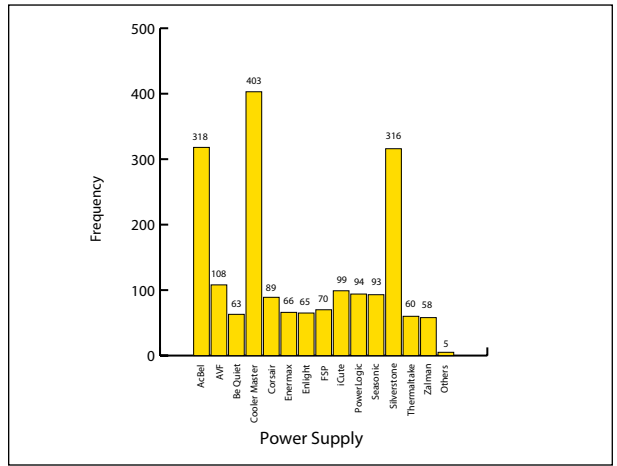


Power Supply

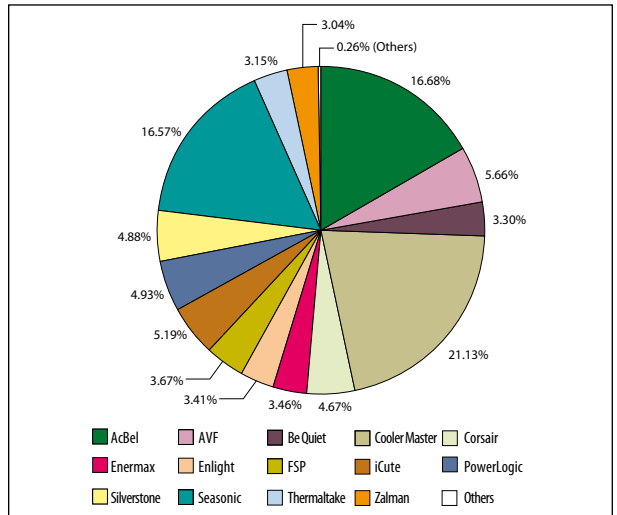
Top 3 Brands

- 1) Cooler Master 2) AcBel 3) Silverstone

Power supplies remain the backbone of powerful gaming and overclockers rigs. With increased awareness, consumers are now looking at better PSUs for the systems. Perennial favorites Cooler Master still rules the roost for the sixth year in a row now with 21% of the sample. AcBel climbs from third in 2009 to second in 2010 with 16.6% while Silverstone moves into third spot with 16.5% of our respondents nodding in their favor. Fourth place goes yet again to local brand, AVF (5.6%).



Power Supply	Frequency	Percentage (%)
AcBel	318	16.68
AVF	108	5.66
Be Quiet	63	3.30
Cooler Master	403	21.13
Corsair	89	4.67
Enermax	66	3.46
Enlight	65	3.41
FSP	70	3.67
iCute	99	5.19
PowerLogic	94	4.93
Seasonic	93	4.88
Silverstone	316	16.57
Thermaltake	60	3.15
Zalman	58	3.04
Others	5	0.26
Total	1907	100

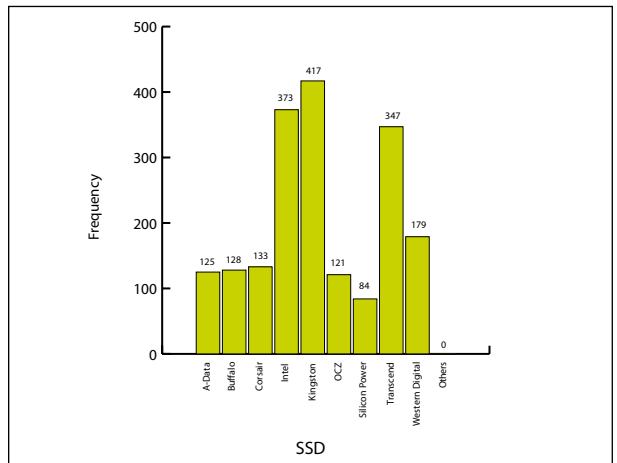


SSD

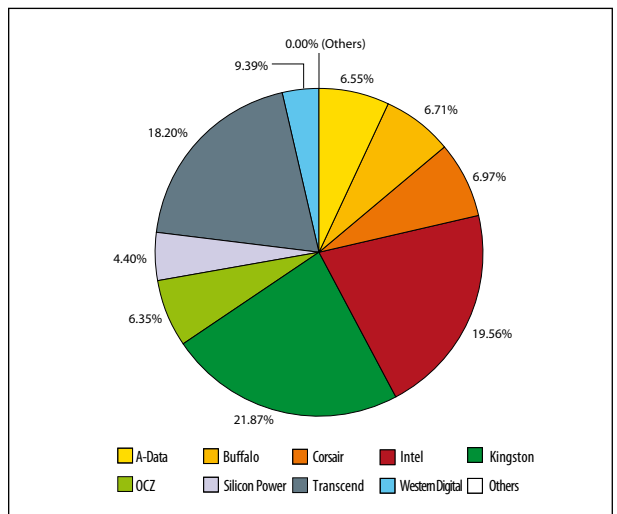
Top 3 Brands

- 1) Kingston 2) Intel 3) Transcend

First making its debut in the 2009 survey, Solid State Drives (SSDs) have made inroads in the specialized storage segment here in Malaysia. Prices in 2010 are lower and more consumers are looking at them as compact and speedy storage solutions. Fueled by the performance desktop and notebook segments, SSDs have become more prominent. In our 2010 poll, respondents selected Kingston (21%), Intel (19%) and Transcend (18%) as their Top 3 Brands.



SSD	Frequency	Percentage (%)
A-Data	125	6.55
Buffalo	128	6.71
Corsair	133	6.97
Intel	373	19.56
Kingston	417	21.87
OCZ	121	6.35
Silicon Power	84	4.40
Transcend	347	18.20
WD	179	9.39
Others	0	0.00
Total	1907	100

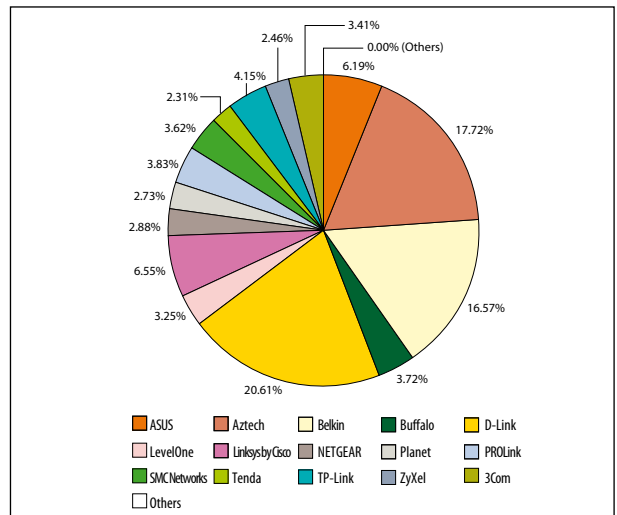
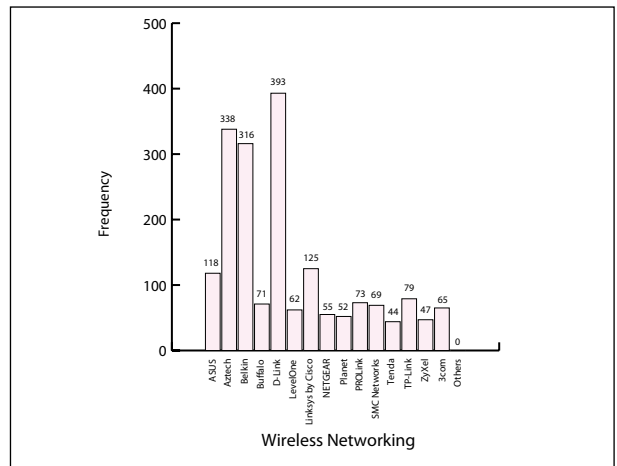


Wireless Networking

Top 3 Brands

- 1) D-Link 2) Aztech 3) Belkin

Wireless-N networking devices have become quite common in 2010. The ever-growing broadband penetration rate and more affordable subscription services have enabled Malaysians to ride on the broadband bandwagon in a jiffy. While our 2009 survey listed 15 competing brands, 2010 sees this list maintained. For the fourth year running, our respondents have selected D-Link (20%) as this year's No.1 brand for wireless products. Aztech takes second spot with 17% of the sample and Belkin is third with 16% of the vote.



Wireless Networking	Frequency	Percentage (%)
ASUS	118	6.19
Aztech	338	17.72
Belkin	316	16.57
Buffalo	71	3.72
D-Link	393	20.61
LevelOne	62	3.25
Linksys by Cisco	125	6.55
Netgear	55	2.88
Planet	52	2.73
PROLink	73	3.83
SMC Networks	69	3.62
Tenda	44	2.31
TP-Link	79	4.15
ZyXEL	47	2.46
3Com	65	3.41
Others	0	0.00
Total	1907	100

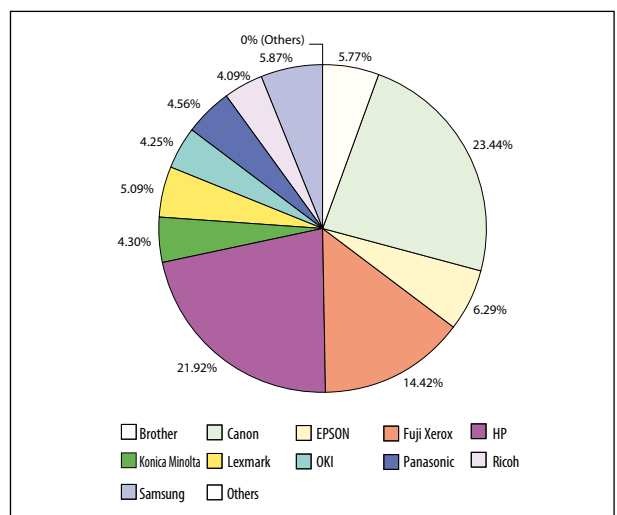
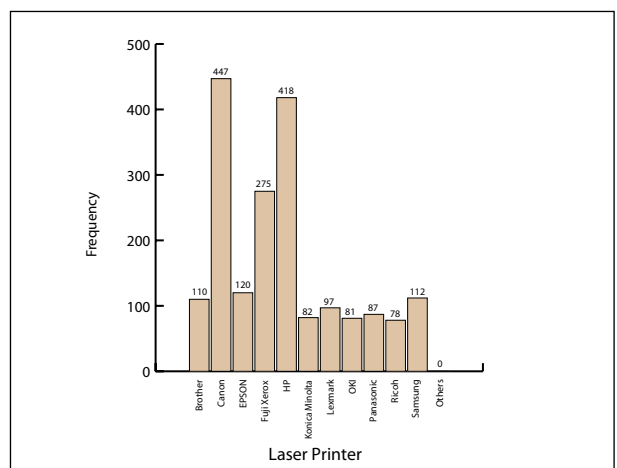
SMB (SMALL MEDIUM BUSINESS)

Laser Printer

Top 3 Brands

- 1) Canon 2) HP 3) Fuji Xerox

In this year's brand survey, we have consolidated color and monochrome laser printers into one category. As in recent years, laser printers (regardless of format) have continued to become more affordable. Today, not just SMBs and SOHOs use them but even families and students have started to rely on them. The 2010 poll sees popular brands Canon and HP once again dominating proceedings in our survey. Canon picks up top spot with 23% of the vote while HP comes in second with 22%. Fuji Xerox strides into third place this year with 21% of our respondents voting for them.



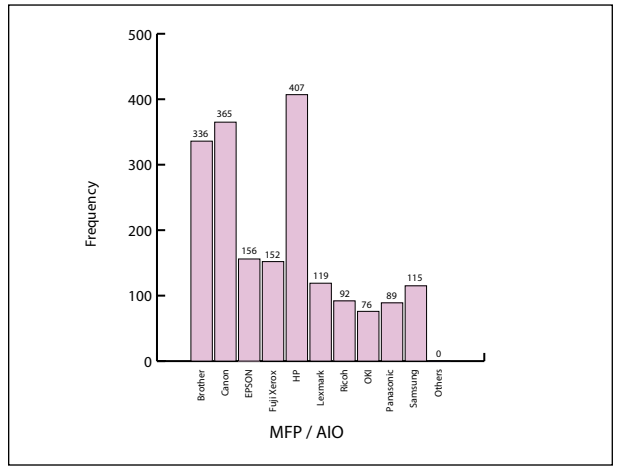
Laser Printer	Frequency	Percentage (%)
Brother	110	5.77
Canon	447	23.44
EPSON	120	6.29
Fuji Xerox	275	14.42
HP	418	21.92
Konica Minolta	82	4.30
Lexmark	97	5.09
OKI	81	4.25
Panasonic	87	4.56
Ricoh	78	4.09
Samsung	112	5.87
Others	0	0.00
Total	1907	100

MFP / AIO

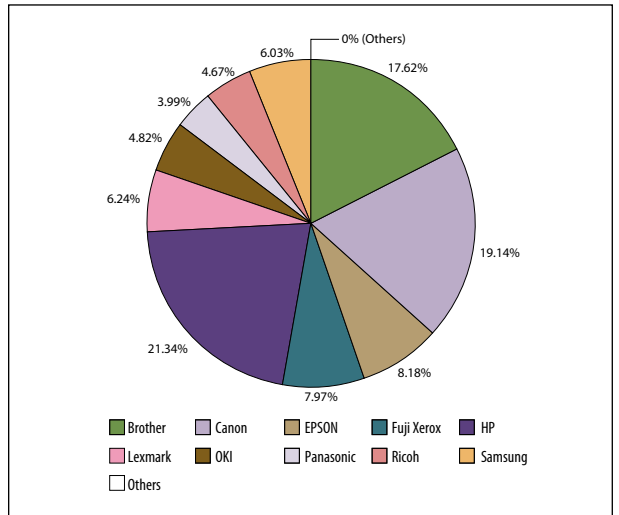
Top 3 Brands

- 1) HP 2) Canon 3) Brother

The MFP or AIO has been the smartest choice for some time now for users looking for flexibility and features in a small footprint printer. Being rather affordable these days, these devices have long surpassed the ubiquitous inkjet printer in many a home in Malaysia. In 2010 our respondents voted HP (21%), Canon (19%) and Brother (17%) as their MFP/AIO brands of choice.



MFP / AIO	Frequency	Percentage (%)
Brother	336	17.62
Canon	365	19.14
EPSON	156	8.18
Fuji Xerox	152	7.97
HP	407	21.34
Lexmark	119	6.24
OKI	92	4.82
Panasonic	76	3.99
Ricoh	89	4.67
Samsung	115	6.03
Others	0	0.00
Total	1907	100

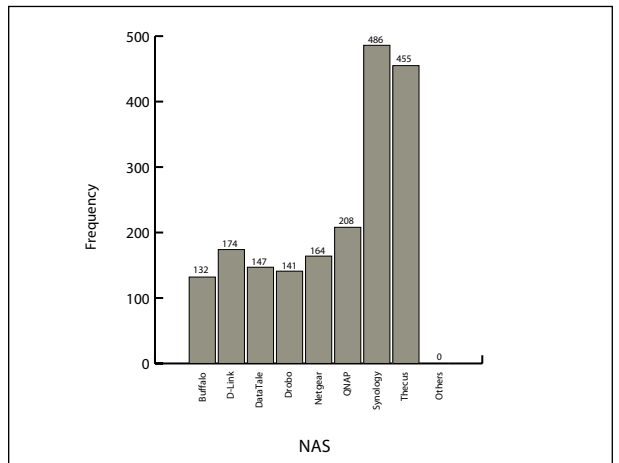


NAS

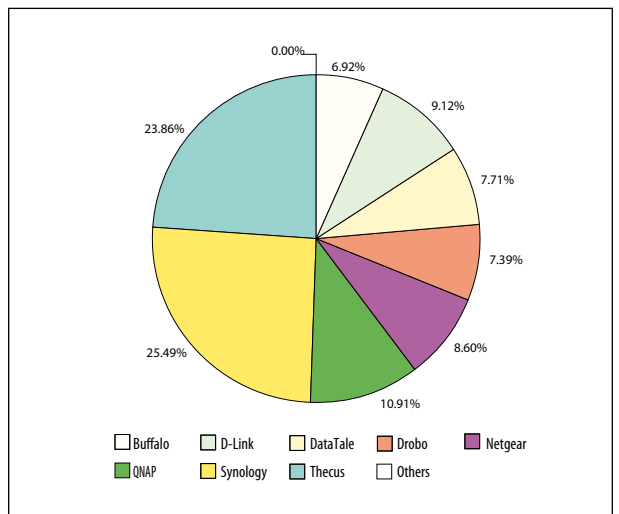
Top 3 Brands

- 1) Synology 2) Thecus 3) QNAP

First introduced in our 2009 survey, NAS or Network Attached Storage is steadily gaining ground in the mindsets of Malaysians. With broadband services getting more affordable, more people are opting for NAS devices to store and manage their large amounts of downloaded content. In this year's survey, our respondents picked Synology (25%), Thecus (24%) and QNAP (11%) when they thought of NAS.



NAS	Frequency	Percentage (%)
Buffalo	132	6.92
D-Link	174	9.12
DataTale	147	7.71
Drobo	141	7.39
Netgear	164	8.60
QNAP	208	10.91
Synology	486	25.49
Thecus	455	23.86
Others	0	0.00
Total	1907	100

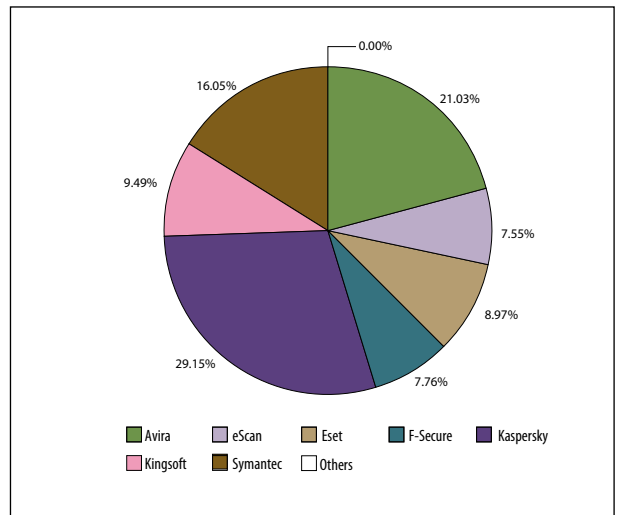
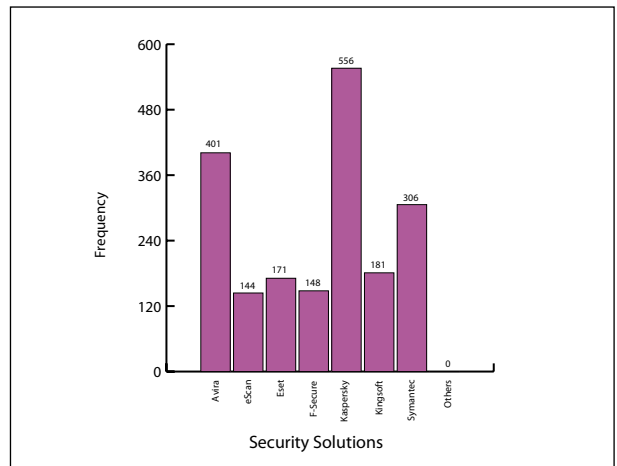


Security Solutions

Top 3 Brands

1) Kaspersky 2) Avira 3) Symantec

Appearing for the second time in our 2010 survey, security solutions is still the only software category in our brand survey. We have to acknowledge the fact that security is a very important component in our daily digital lifestyle. When we asked our respondents to select the security solutions that they most preferred, these three brands came to their minds yet again: Kaspersky 29% (28% in 2009), Avira 21% (21% in 2009) and Symantec 16% (20% in 2009).



Security Solutions	Frequency	Percentage (%)
Avira	401	21.03
eScan	144	7.55
Eset	171	8.97
F-Secure	148	7.76
Kaspersky	556	29.15
Kingsoft	181	9.49
Symantec	306	16.05
Others	0	0.00
Total	1907	100

Conclusion

It's for the eighth time that we bring you the tech publishing industry's only brand recognition survey – the HWM & Plaza Low Yat Brand Survey! Surprisingly, the 2010 brand survey did not have as many surprises as we have come to expect with a lot of last year's winners picking-up awards yet again. Perhaps this is a sign of maturing consumers who are now quite discerning and know what they want. For many years now, super brands like Canon, Samsung, HP and Sony have held their own in our survey. Popular brands like HTC and Apple have also made their presence felt down the years in our respondents' mindsets. There's also been a lot of jostling for second and third place spots in our survey as well...so, things are always exciting!

As a whole, the 2010 brand survey offers invaluable insight into general brand perception and consumer product association trends. Although we saw the dropping of a few categories this year (and also the addition of new ones) for consolidation and relevance, the survey still provides brands with valuable feedback on branding success or otherwise and who their prospective target groups are.

Finally, HWM Malaysia & Plaza Low Yat would like to take this opportunity to congratulate all our Top Brands in 2010 and to thank all parties who made this year's survey a success. See you in 2011!



**BRAND
SURVEY
AWARDS
2010**