



HWM & Plaza Low Yat Brand Survey Awards 2012

For 10 years now, HWM has been bringing you our annual look at brand perception trends among Malaysian consumers

Since 2002, HWM & Plaza Low Yat have brought you the highly anticipated results of the longest running tech-related brand survey in the country. In 2012, the tech industry and Malaysians in general felt the effects of an uncertain global economy coupled with the after effects of the earthquake tragedy in Japan. On the home front, Malaysians have been cautious with concerns of a growing inflation rate and general elections looming. As the year draws to a close, we hope to see some positive signs of economic recovery as we get ready to welcome 2013.

So, which brands are at the top of the minds of Malaysians this year, you ask? In 2009 we revamped our survey by updating and removing categories that we felt were no longer relevant and added some new ones to keep up with the ever-changing local tech scene. It has now been four years since we divided our survey into four general categories to reflect the major product sections in the magazine: Communications, CE/AV, Computers and SMB (Small Medium Business). In 2011, we had 30 product categories in the survey. Fast forward to 2012 and we now have a total of 29 product categories. So, without further adieu we now look at all the winning brands of 2012!

Malaysians have decided on the top brands of 2012!

This year's Brand Survey is the tenth 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 2012 Brand Survey represents the views of both, HWM readers and Malaysian consumers in general. This survey (just like in the past seven years) also sees the inclusion of respondents who participated via our online survey at www.hardwarezone.com.my. In 2011, close to 750 respondents filled-up our online survey form. This year, the number has dropped slightly to 635. In 2012, respondents participated in the survey at PIKOM PC Fair, at Plaza Low Yat and by filling-up survey forms bundled with the magazine. In all, the 2012 brand survey sees a total respondent head count of 2105 down by 102 from 2011 (2207). Although we collected close to 2300 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 damaged forms in general.

Respondents for the survey were obtained from the following sources this year:

- Post-in responses from HWM readers / subscribers nationwide
- Plaza Low Yat
- PC Fair walk-in visitors
- The online survey at www.hardwarezone.com.my

The HWM & Plaza Low Yat Brand Survey 2012 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 29 product categories. Over the past 10 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 is leaner today

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 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, the number of categories was 33 with the exclusion of LCD TV, Digital Photo Frame, Optical Disk Drive, Inkjet Printer and Color Laser Printer. We also saw the inclusion of new categories like HDTV, HD Media Player, Desktop/AIO and Laser Printer in 2010. In 2011 we further refined the survey to 30 categories to reflect current tech trends and in 2012 the number has been reduced yet again to 29.

Some considerations

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

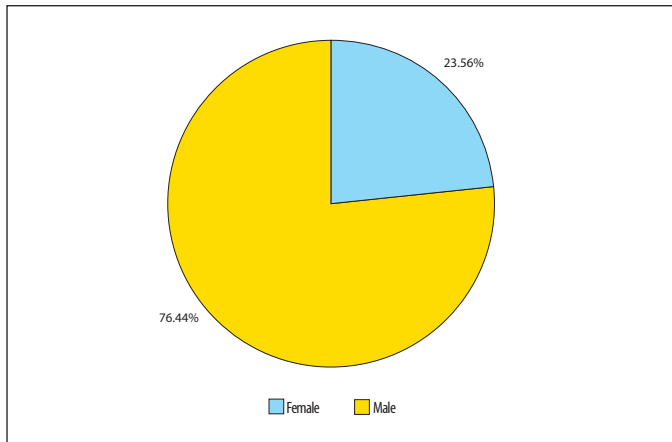
- Adequate Sample Size** - the sample size does not represent the actual consumer market. There are approximately 6.5 million plus households in Malaysia with some 11.5 million plus consumers in the ICT segment alone;
- Accurate Positioning of Brands** - the survey does not differentiate the stage of the cycle of brands;
- Adequate Testing Methodology** - the survey utilizes a direct questioning methodology and does not test the perception of respondents by cross referencing questions;
- Sample Size Relevance** - there is no set criteria for respondents.

Nonetheless, this survey is 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.

So, here are the results of our 2012 survey. To all leading brands...our heartiest congratulations!

Gender

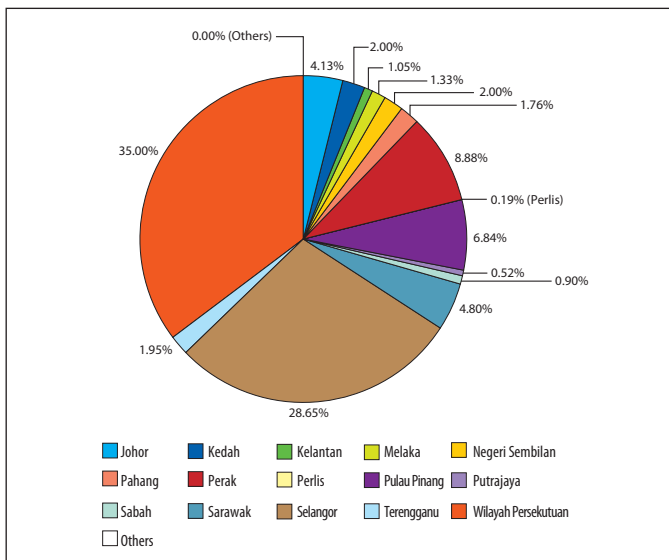
As always, since our very first survey 10 years ago, there are still more male respondents as opposed to females in our poll. Females accounted for 24% of the 2012 poll (25% in 2011), a slight decrease from what we recorded in 2011. Considering the slightly smaller sample this year, we believe the number of female tech enthusiasts has been growing steadily albeit slowly over the past 10 years.



Gender	Total	Percentage (%)
Female	496	23.56
Male	1609	76.44
Total	2105	100

Location

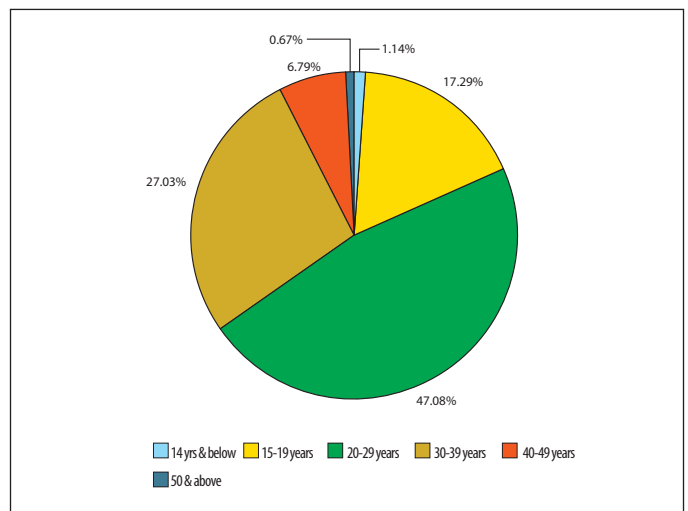
As in 2007 (39%), 2008 (38%), 2009 (37%), 2010 (39%) and 2011 (39%), Wilayah Persekutuan or Kuala Lumpur respondents dominate the largest portion of our 2012 sample with 35% of the poll followed closely by pollsters from Selangor with 28% (28% in 2011). Again, we recorded a general increase in the number of respondents from the Northern, Southern and East Malaysia regions, resulting in a well distributed geographic sample for the 2012 survey.



State	Total	Percentage (%)
Johor	87	4.13
Kedah	42	2.00
Kelantan	22	1.05
Melaka	28	1.33
Negeri Sembilan	42	2.00
Others	0	0.00
Pahang	37	1.76
Perak	187	8.88
Perlis	4	0.19
Pulau Pinang	144	6.84
Putrajaya	11	0.52
Sabah	19	0.90
Sarawak	101	4.80
Selangor	603	28.65
Terengganu	41	1.95
Wilayah Persekutuan	737	35.00
Total	2105	100

Age Group

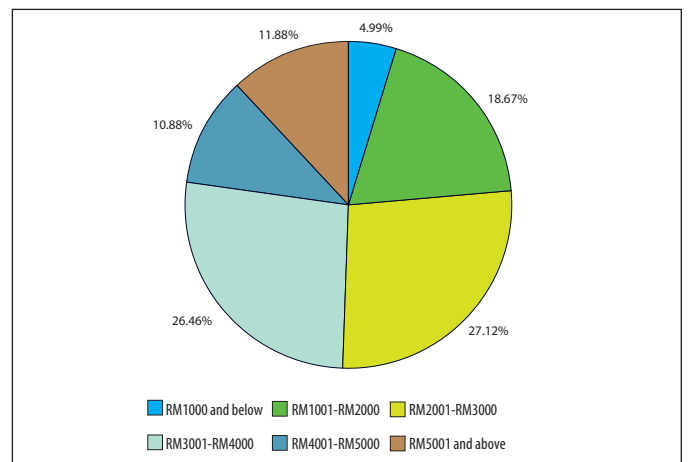
As in 2003 to 2011 - the most respondents in our 2012 Brand Survey fall into the 20 - 29 years' age group (47%). In 2005, the 30-39 years' age group stormed into second place, retaining it in 2006 and cementing its spot yet again in 2007, 2008 and 2009 respectively. 2010 was pretty much the same story with the 30-39 age group coming in second (26%) again. 2011 stayed true to this trend with 27% of our sample. And in 2012, the segment accounted for 27% of the sample.



Age Group	Total	Percentage (%)
14 years and below	24	1.14
15 years - 19 years	364	17.29
20 years - 29 years	991	47.08
30 years - 39 years	569	27.03
40 years - 49 years	143	6.79
50 years and above	14	0.67
Total	2105	100

Income

For eight years in a row, (2011, 2010, 2009, 2008, 2007, 2006, 2005 and 2004), the most number of respondents in our survey fell into the RM2001 - RM3000 salary bracket and this continues in 2012 (27%). The number of respondents in the RM3001 to RM4000 segment maintains second spot with 26% (28% in 2011) this year, thus giving us a much better understanding of what people with higher incomes prefer in terms of brand.



Income	Total	Percentage (%)
RM1000 and below	105	4.99
RM1001 - RM2000	393	18.67
RM2001 - RM3000	571	27.12
RM3001 - RM4000	557	26.46
RM4001 - RM5000	229	10.88
RM5001 and above	250	11.88
Total	2105	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

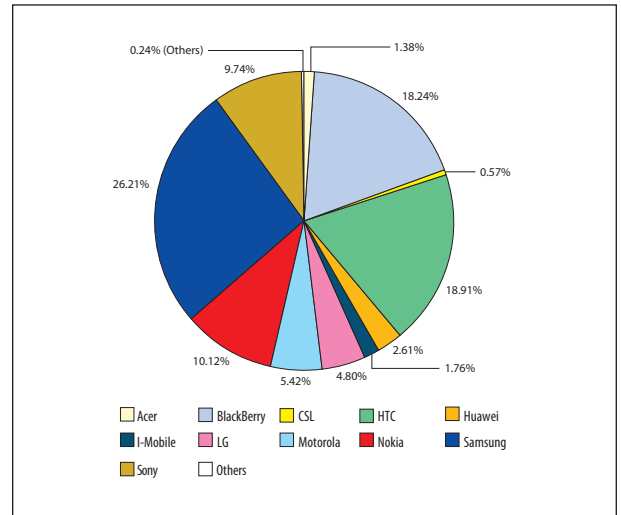
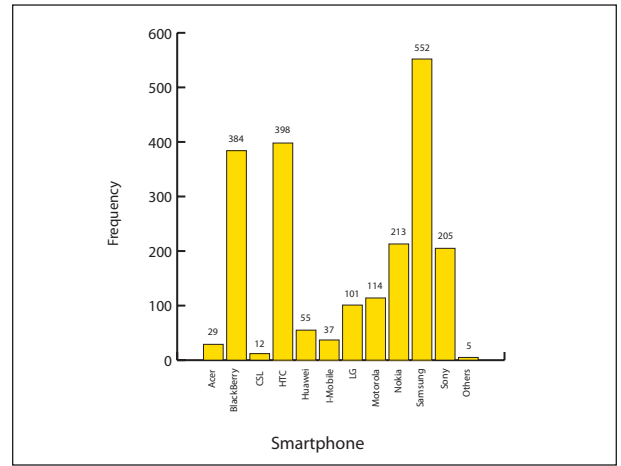
Smartphone

Top 3 Brands

Samsung | HTC | BlackBerry

As in 2011, popular brands like HTC and Samsung continue to dominate this segment with the release of new models like the One X and GALAXY SIII, offering more powerful processors, snappier graphics and sharper displays. While in 2009, 2010 and 2011, HTC took top honors, this year's Brand Survey sees Samsung turning the tables on them. The Korean powerhouse breaks the monopoly and takes top honors this year with 26% of the sample. HTC has to be satisfied with second spot (19%) while BlackBerry picks up third place with 18% of the vote in 2012.

Smartphone	Total	Percentage (%)
Acer	29	1.38
BlackBerry	384	18.24
CSL	12	0.57
HTC	398	18.91
Huawei	55	2.61
I-Mobile	37	1.76
LG	101	4.80
Motorola	114	5.42
Nokia	213	10.12
Samsung	552	26.21
Sony	205	9.74
Others	5	0.24
Total	2105	100



CE / AV

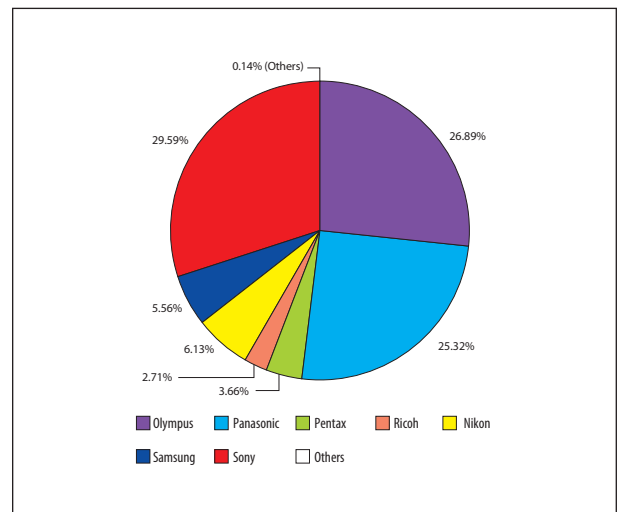
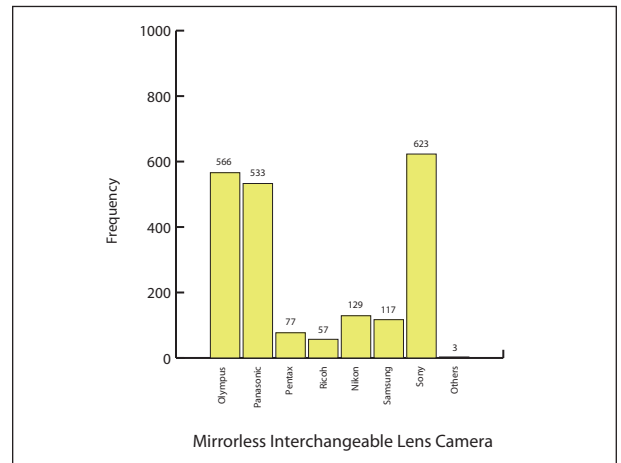
Mirrorless Interchangeable Lens Camera

Top 3 Brands

Sony | Olympus | Panasonic

Introduced in our survey in 2011, mirrorless interchangeable lens cameras have grown into a mainstream phenomenon in just two years and accounts for many of the cameras sold in Malaysia. The main selling point is that these cameras offer DSLR-like quality photos without the accompanying bulk and complexity. This year Sony picks up top spot (29%), pushing Olympus (27%) into second place. Panasonic captures third with 25% of the poll with Nikon coming in fourth (6%).

Mirrorless Interchangeable Lens Camera	Total	Percentage (%)
Olympus	566	26.89
Panasonic	533	25.32
Pentax	77	3.66
Ricoh	57	2.71
Nikon	129	6.13
Samsung	117	5.56
Sony	623	29.59
Others	3	0.14
Total	2105	100

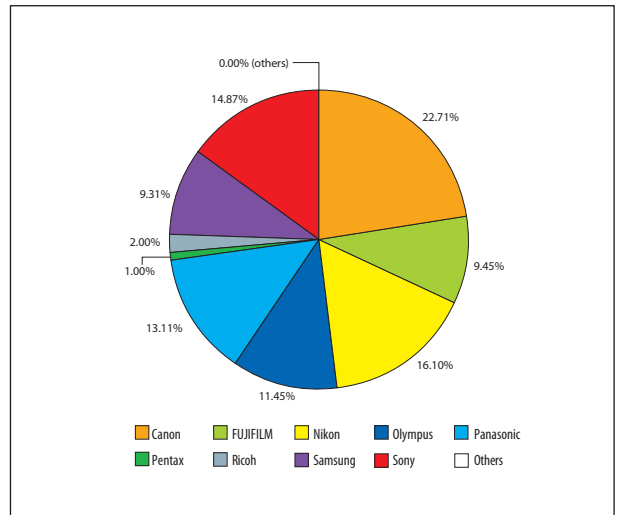
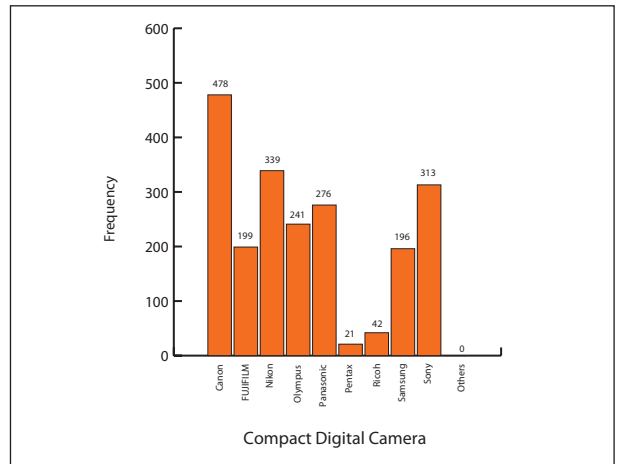


Compact Digital Camera

Top 3 Brands

Canon | Nikon | Sony

2012 has not been a very good year for the compact digital camera market as more and more Malaysians are now opting for a smartphone to take care of their casual photo-taking duties. Still, this has not stopped compact camera manufacturers from offering better models with more powerful sensors and a host of user-friendly features. Canon picks up top spot in our survey yet again with 23% of the vote. Second place goes to Nikon with 16% of the poll while Sony has to make do with third place with 15% of the total sample.



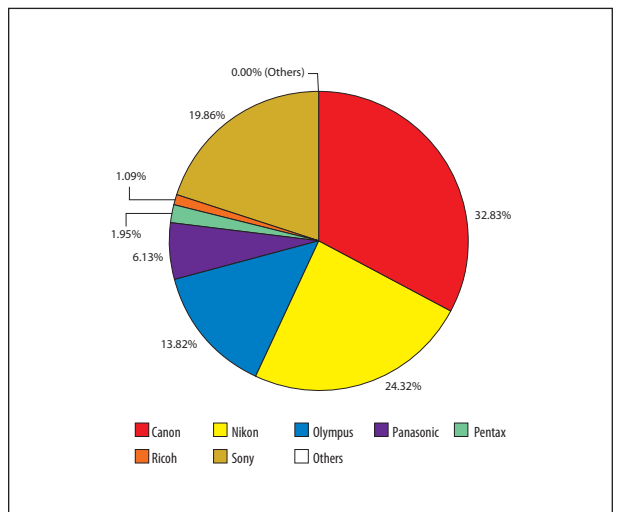
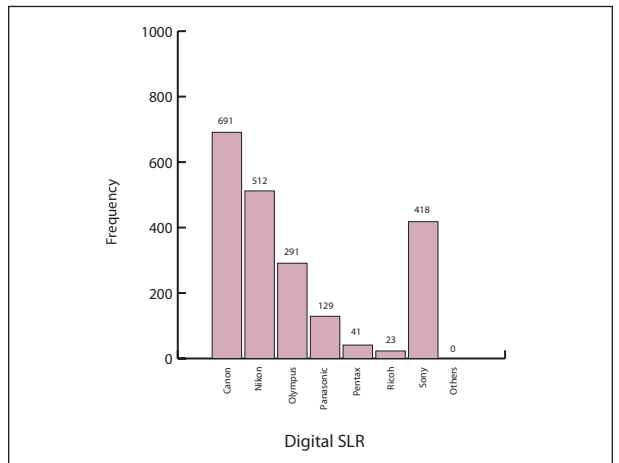
Compact Digital Camera	Total	Percentage (%)
Canon	478	22.71
FUJIFILM	199	9.45
Nikon	339	16.10
Olympus	241	11.45
Panasonic	276	13.11
Pentax	21	1.00
Ricoh	42	2.00
Samsung	196	9.31
Sony	313	14.87
Others	0	0.00
Total	2105	100

Digital SLR

Top 3 Brands

Canon | Nikon | Sony

For the fifth year running, Canon picks-up top spot for DSLRs in the survey. 2012 sees more entry-level DSLR models entering the market, touting features that usually can only be found on mid to high-end models. The introduction of full-frame sensors in more affordable bodies recently has also made DSLRs more attractive compared to mirrorless models that are hot on their heels. Our 2012 survey results show that if our respondents were to purchase a DSLR they would look at the following three brands again: Canon 33%, Nikon 24% and Sony 20%. Olympus takes fourth spot yet again with 14% of the sample.



Digital SLR	Total	Percentage (%)
Canon	691	32.83
Nikon	512	24.32
Olympus	291	13.82
Panasonic	129	6.13
Pentax	41	1.95
Ricoh	23	1.09
Sony	418	19.86
Others	0	0.00
Total	2105	100

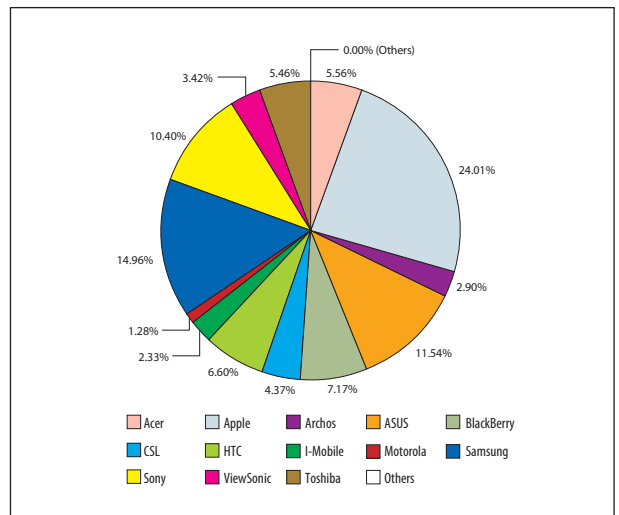
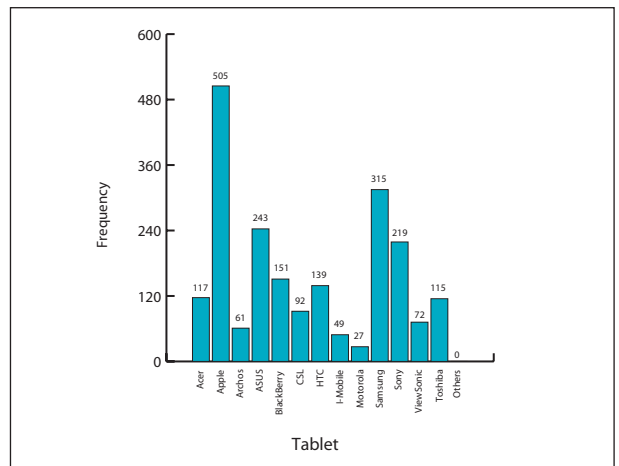
Tablet

Top 3 Brands

Apple | Samsung | ASUS

Another category that entered our survey in 2011, the tablet is enjoying an all-time high in terms of popularity and sales. While more and more manufacturers are offering models with different screen sizes, the 7" tablet seems to be the size of choice with consumers opting for a nice compromise of screen size and portability. Products from Apple and Samsung are the most sought after currently but watch this space in 2013 as more players enter the fray. When our 2012 survey respondents think of a tablet brand, they think of Apple (24%), Samsung (15%) and ASUS (11%).

Tablet	Total	Percentage (%)
Acer	117	5.56
Apple	505	24.01
Archos	61	2.90
ASUS	243	11.54
BlackBerry	151	7.17
CSL	92	4.37
HTC	139	6.60
I-Mobile	49	2.33
Motorola	27	1.28
Samsung	315	14.96
Sony	219	10.40
ViewSonic	72	3.42
Toshiba	115	5.46
Others	0	0.00
Total	2105	100



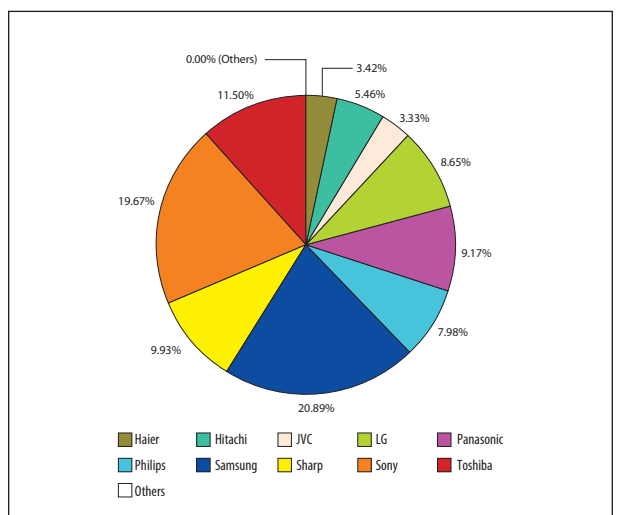
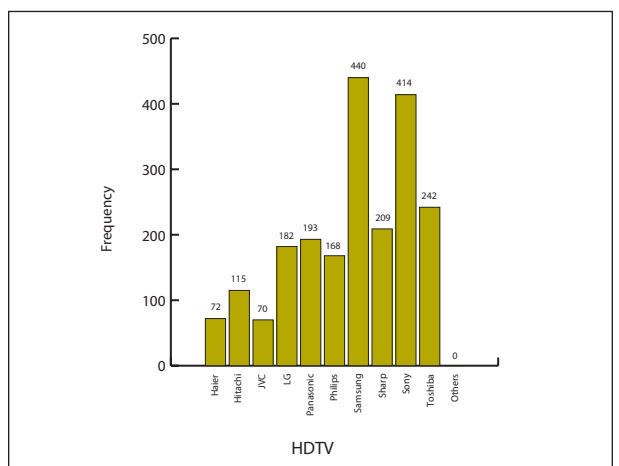
HDTV

Top 3 Brands

Samsung | Sony | Toshiba

2012 has been an interesting year for the HDTV. This year we saw the TV slim down, get Smart, sport more apps and prefer LED technology for back-lighting duties. 3D too has moved from gimmick to "must-have" in the minds of consumers as more 3D content becomes readily available. Plasma still lingers on but many have started to write its obituary. Expect prices to keep getting more affordable as screen sizes continue to grow to accommodate the advent of UD. Just as in 2009, 2010 and 2011, Samsung picks up top spot again in 2012 with 21% of the vote ahead of Sony in close second spot with 19% of the sample. Toshiba (11%) is still the third most popular brand for HDTVs for the fifth year running.

HDTV	Total	Percentage (%)
Haier	72	3.42
Hitachi	115	5.46
JVC	70	3.33
LG	182	8.65
Panasonic	193	9.17
Philips	168	7.98
Samsung	440	20.89
Sharp	209	9.93
Sony	414	19.67
Toshiba	242	11.50
Others	0	0.00
Total	2105	100

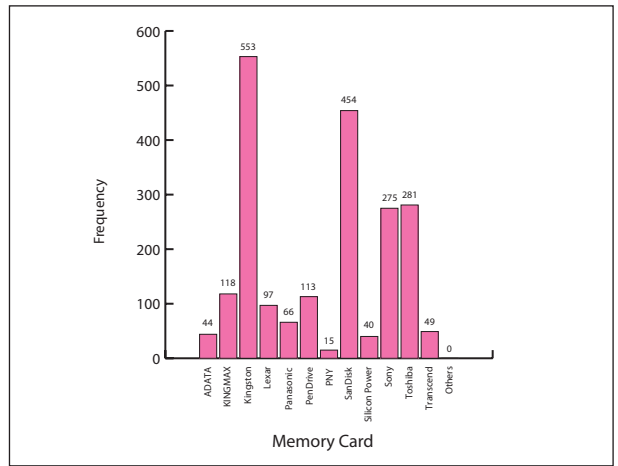


Memory Card

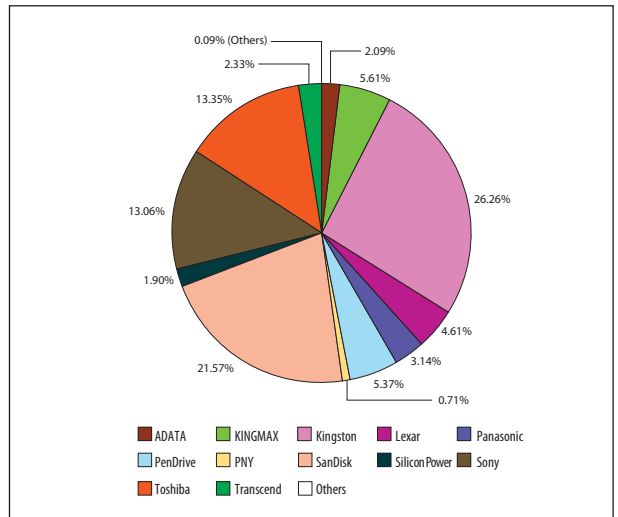
Top 3 Brands

Kingston | SanDisk | Toshiba

One of the more “elder” categories in our brand survey, the memory card has been a mainstay since 2006. In 2012, memory cards have gotten faster, more durable and relatively cheaper. They still are a quick, fast and convenient way to store data; especially when it comes to cameras and smartphones. We expect capacities to grow and speeds to get faster still in 2013. Meanwhile, in our 2012 survey, consumers once again have chosen Kingston (26%), SanDisk (21%) and Toshiba (13%) as their favorite brands for memory cards.



Memory Card	Total	Percentage (%)
ADATA	44	2.09
KINGMAX	118	5.61
Kingston	553	26.26
Lexar	97	4.61
Panasonic	66	3.14
PenDrive	113	5.37
PNY	15	0.71
SanDisk	454	21.57
Silicon Power	40	1.90
Sony	275	13.06
Toshiba	281	13.35
Transcend	49	2.33
Others	0	0.00
Total	2105	100



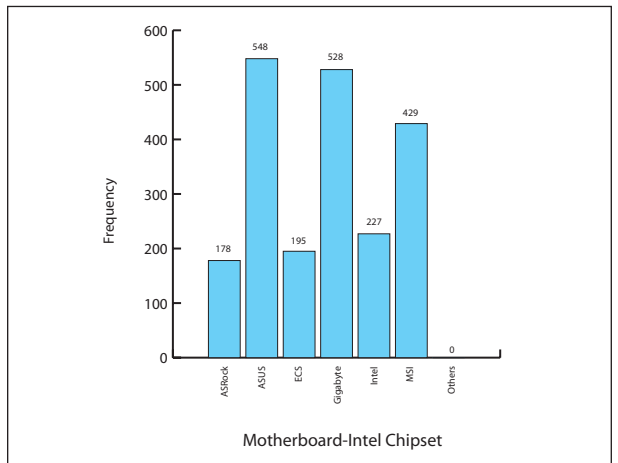
COMPUTERS

Motherboard - Intel Chipset

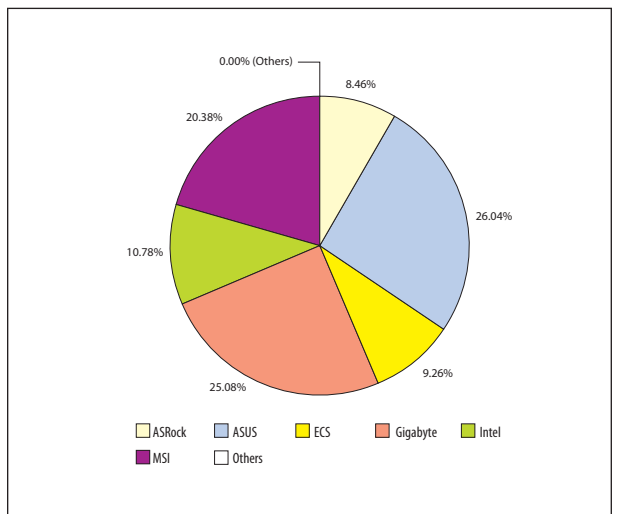
Top 3 Brands

ASUS | Gigabyte | MSI

Since 2007, ASUS has held on to pole position in our survey when it comes to Intel-based motherboards. Its no different in 2012 as the popular Taiwanese brand secures first place yet again with 26% of our respondents voting for the brand. Gigabyte picks up second spot again with 25% of the vote with MSI again coming in third with 20% of the sample. Intel picks up fourth position again as in 2011 with 10% of the sample.



Motherboard - Intel Chipset	Total	Percentage (%)
ASRock	178	8.46
ASUS	548	26.04
ECS	195	9.26
Gigabyte	528	25.08
Intel	227	10.78
MSI	429	20.38
Others	0	0.00
Total	2105	100

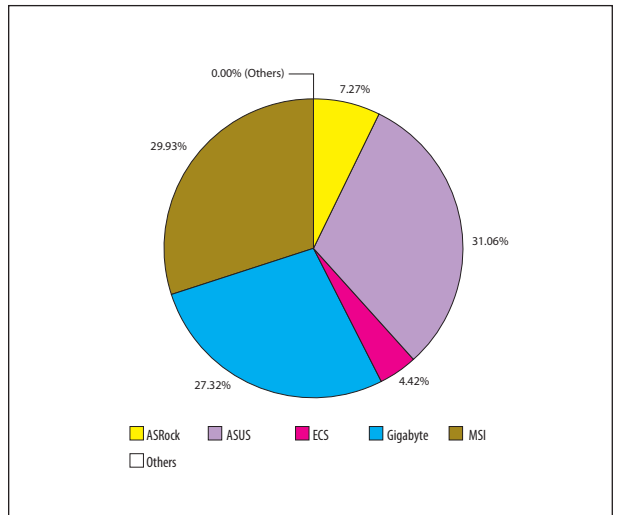
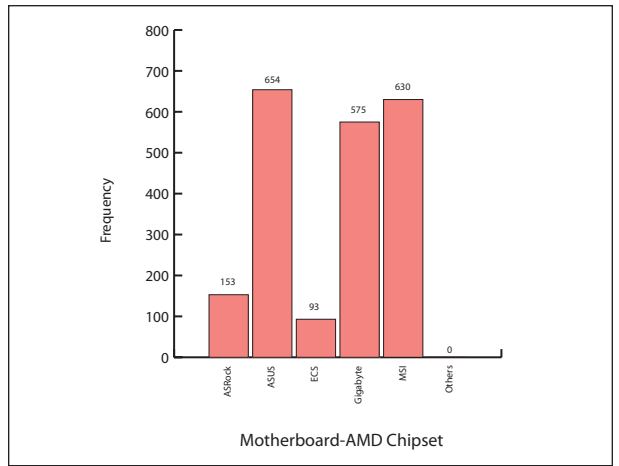


Motherboard - AMD Chipset

Top 3 Brands

ASUS | MSI | Gigabyte

ASUS is on a roll in the motherboard categories of our 2012 survey. The popular brand holds on to top spot for the third year running for AMD chipset mobos. 2012 has seen AMD introduce its latest APUs and Trinity products to spice up the entry-level and enthusiasts segments here in Malaysia. Consumers still look to AMD for value motherboards and for the most bang for their buck. For three years now, Malaysians have voted ASUS (31%), MSI (30%) and Gigabyte (27%) as their top 3 brands .

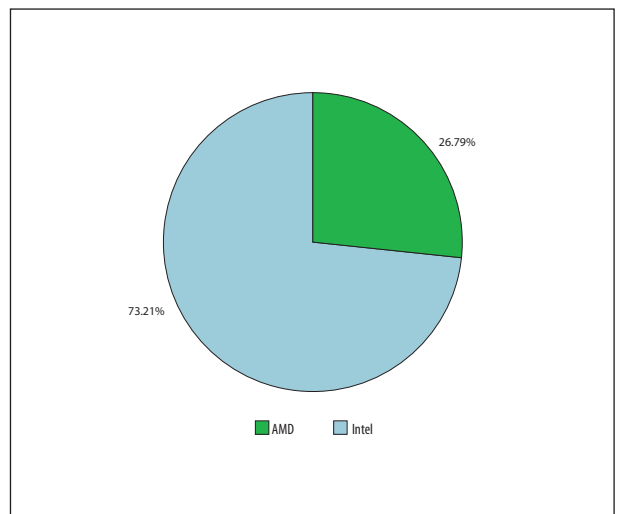
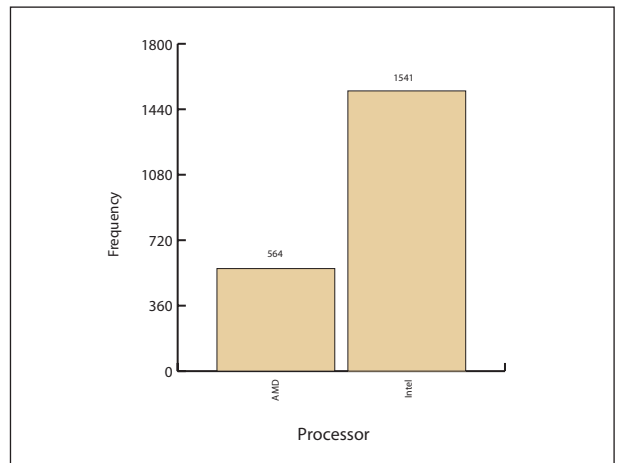


Motherboard - AMD Chipset	Total	Percentage (%)
ASRock	153	7.27
ASUS	654	31.06
ECS	93	4.42
Gigabyte	575	27.32
MSI	630	29.93
Others	0	0.00
Total	2105	100

Processor

Top Brand Intel

Ever since our first poll back in 2003, Intel and AMD have been slugging it out in our Processor category. For 10 years now Intel has been emerging as outright winner, commanding two thirds of the poll's sample, every single year. Intel has indeed been one of the most impressive brands in our survey and caps off a decade of excellence with 73% of the 2012 poll. AMD, as always has to settle for second spot with 27% of our respondents returning them as runners-up.



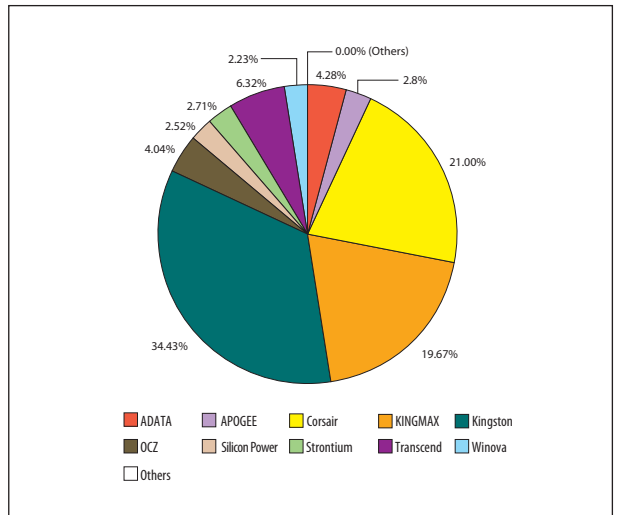
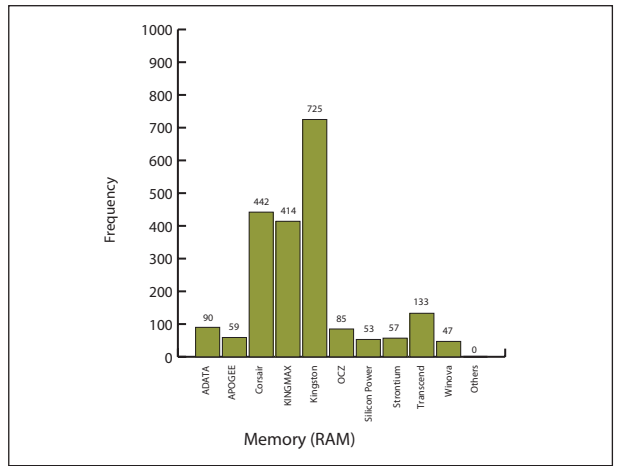
Processor	Total	Percentage (%)
AMD	564	26.79
Intel	1541	73.21
Total	2105	100

Memory (RAM)

Top 3 Brands

Kingston | Corsair | KINGMAX

Just like Intel, popular memory maker, Kingston continues to rewrite the history books in the Memory category of our brand survey. It has been 10 years now that Kingston has proven to be the most popular memory maker in the land. The 2012 survey sees them securing 34% of the vote with Corsair (21%) and KINGMAX (19%) retaining second and third spots again.



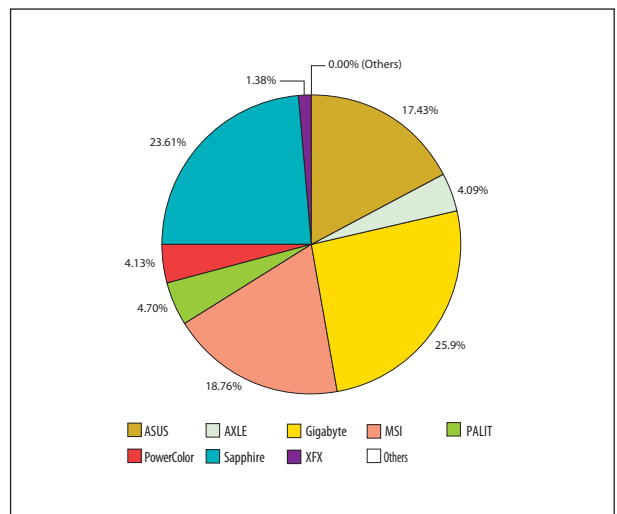
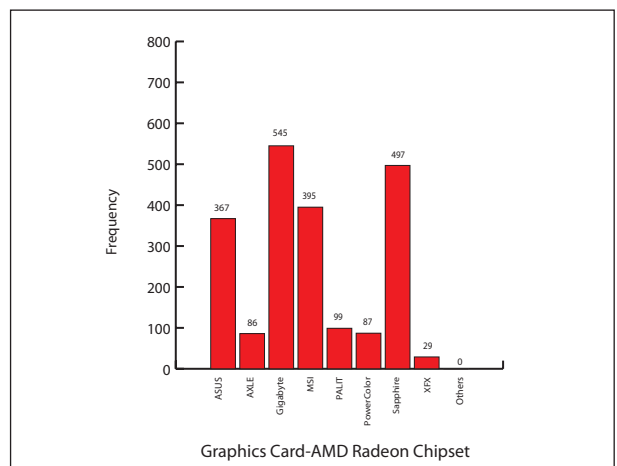
Memory (RAM)	Total	Percentage (%)
ADATA	90	4.28
APOGEE	59	2.80
Corsair	442	21.00
KINGMAX	414	19.67
Kingston	725	34.43
OCZ	85	4.04
Silicon Power	53	2.52
Strontium	57	2.71
Transcend	133	6.32
Winova	47	2.23
Others	0	0.00
Total	2105	100

Graphics Card - AMD Radeon Chipset

Top Brands

Gigabyte | Sapphire | MSI

Gigabyte has bucked the trend this year and risen to top spot for AMD Radeon graphics cards in our survey for the first time. The popular Taiwanese brand secures top spot with 26% of our respondents nodding in their favor. Well known brand, Sapphire holds on to second spot again this year by picking up 24% of the 2012 sample. Third spot in this year's survey goes to MSI with 19% of our pollsters voting for them.



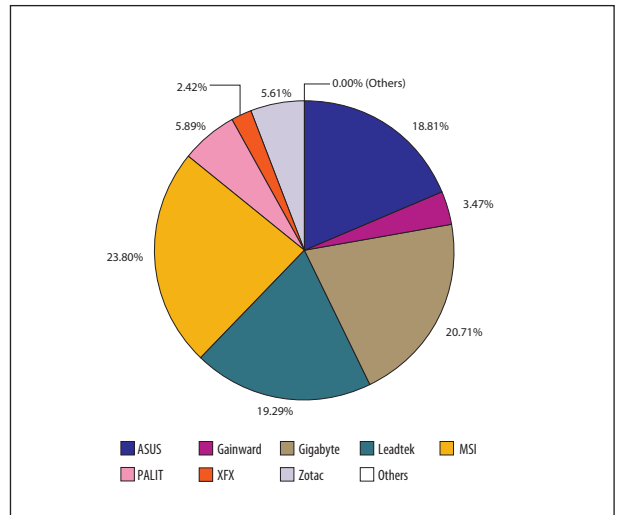
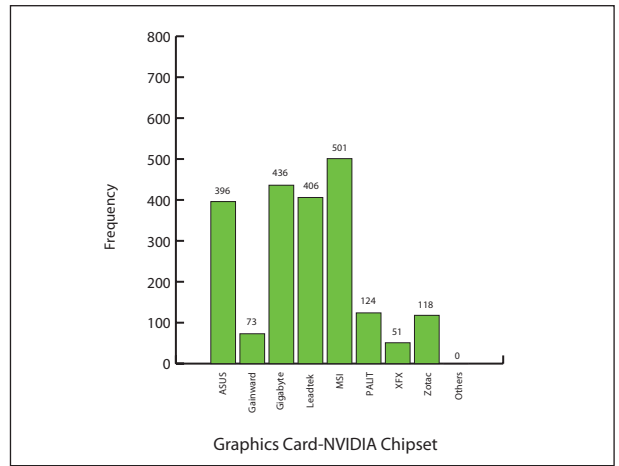
Graphics Card - AMD Radeon Chipset	Total	Percentage (%)
ASUS	367	17.43
AXLE	86	4.09
Gigabyte	545	25.9
MSI	395	18.76
PALIT	99	4.70
PowerColor	87	4.13
Sapphire	497	23.61
XFx	29	1.38
Others	0	0.00
Total	2105	100

Graphics Card - NVIDIA Chipset

Top 3 Brands

MSI | Gigabyte | Leadtek

The GeForce brand is synonymous with leading tech and gaming graphics here in Malaysia. 2012 has seen NVIDIA move ahead of the pack even further with their revolutionary Kepler GPUs and Tegra mobile graphics chipsets. In the 2012 survey, Malaysians have once again voted for MSI (24%) as their brand of choice for NVIDIA chipset graphic cards while Gigabyte moves into second spot with 21% of the sample nodding in their favor. Leadtek surprises everyone and picks up third place with 19% of the sample; beating off traditional heavyweights ASUS in the process.



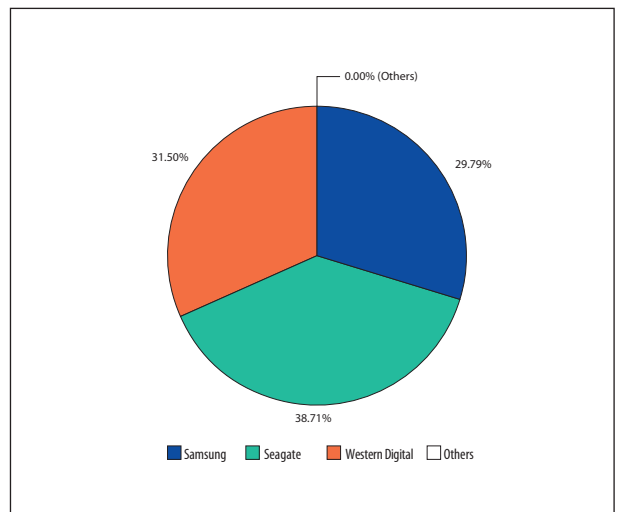
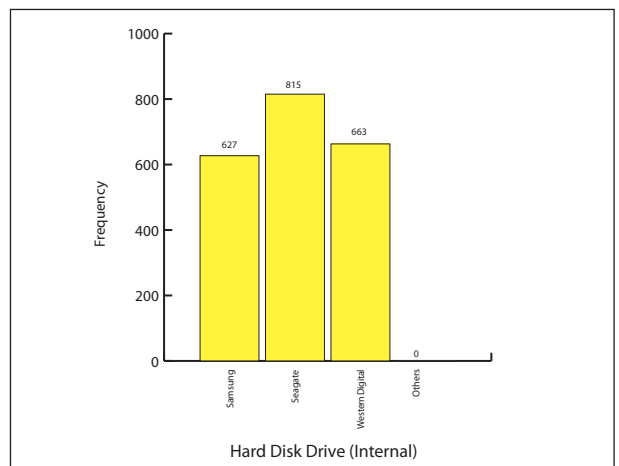
Graphics Card - NVIDIA Chipset	Total	Percentage (%)
ASUS	396	18.81
Gainward	73	3.47
Gigabyte	436	20.71
Leadtek	406	19.29
MSI	501	23.80
PALIT	124	5.89
XFX	51	2.42
Zotac	118	5.61
Others	0	0.00
Total	2105	100

Hard Disk Drive (Internal)

Top 3 Brands

Seagate | Western Digital | Samsung

With last year's flooding in Thailand now a distant memory, HDD prices the world over are more stable today. One thing hasn't changed though; Malaysians are still gobbling up storage like there's no tomorrow for their digital media. In our 2012 survey, Malaysians have voted for Seagate (39%), Western Digital (31%) and Samsung (30%) as their top three brands for HDDs.



Hard Disk Drive (Internal)	Total	Percentage (%)
Samsung	627	29.79
Seagate	815	38.71
Western Digital	663	31.50
Others	0	0.00
Total	2105	100

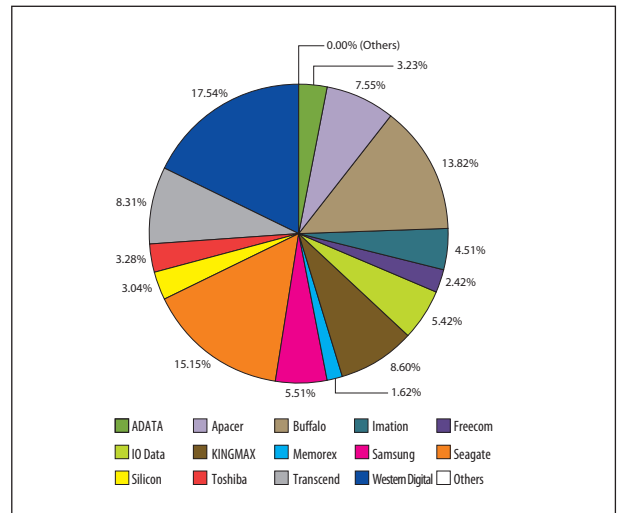
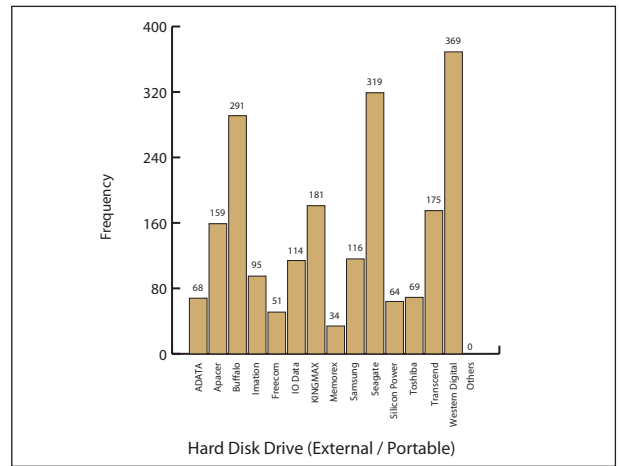
Hard Disk Drive (External / Portable)

Top 3 Brands

Western Digital | Seagate | Buffalo

External/portable HDDs are becoming more popular with consumers who want to take their videos, photos and data everywhere they go. As prices for these drives become more affordable and capacities move to the Terabyte, Malaysians today know which brands they want most. Just as in the 2011 survey, our pollsters have once again voted for the same three brands in 2012: Western Digital (17%), Seagate (15%) and Buffalo (14%).

Hard Disk Drive (External / Portable)	Total	Percentage (%)
ADATA	68	3.23
Apacer	159	7.55
Buffalo	291	13.82
Imation	95	4.51
Freecom	51	2.42
IO Data	114	5.42
KINGMAX	181	8.60
Memorex	34	1.62
Samsung	116	5.51
Seagate	319	15.15
Silicon Power	64	3.04
Toshiba	69	3.28
Transcend	175	8.31
Western Digital	369	17.54
Others	0	0.00
Total	2105	100



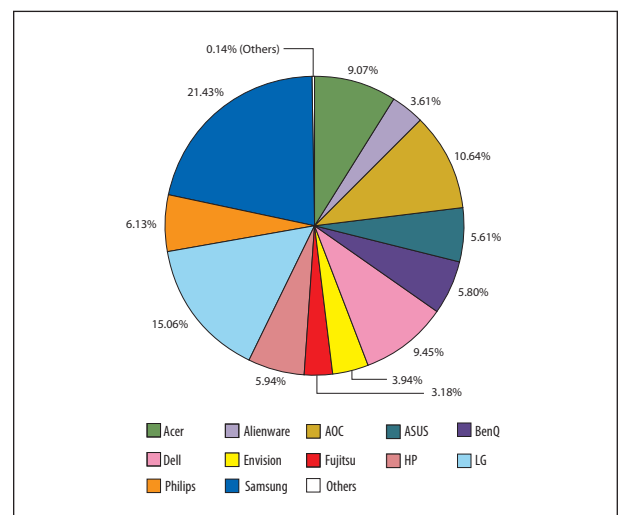
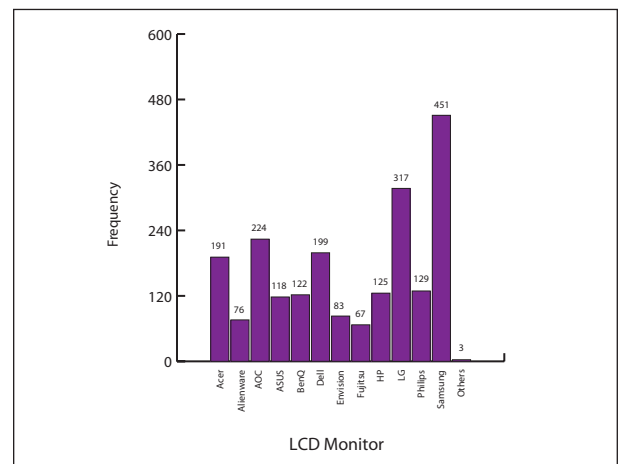
LCD Monitor

Top 3 Brands

Samsung | LG | AOC

2012 continues to see more 3D and LED backlit monitors entering the local market and the models we are seeing are getting larger but slimmer too. Large widescreen models that are over 23" have started to become the current sweetspot for displays while more and more models are coming fitted with HDMI and DisplayPort connectors. For a decade now, Samsung has been picking up top spot in this category. 2012 is no different as the Korean giant places first with 21% of the sample. LG leaps into second place with 15% of the overall vote and AOC settles for third spot again with 10%.

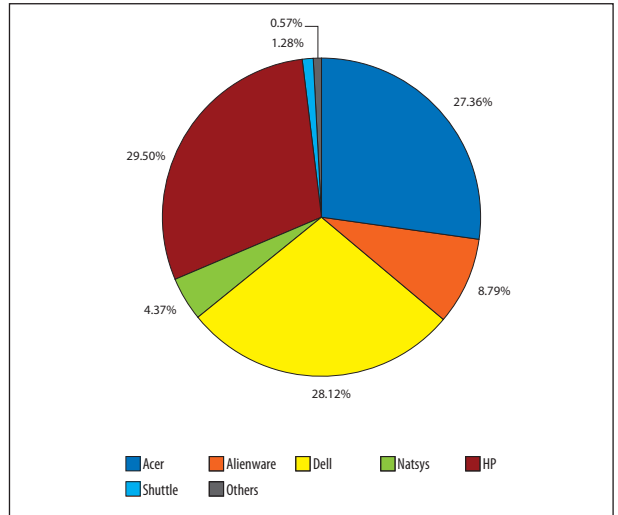
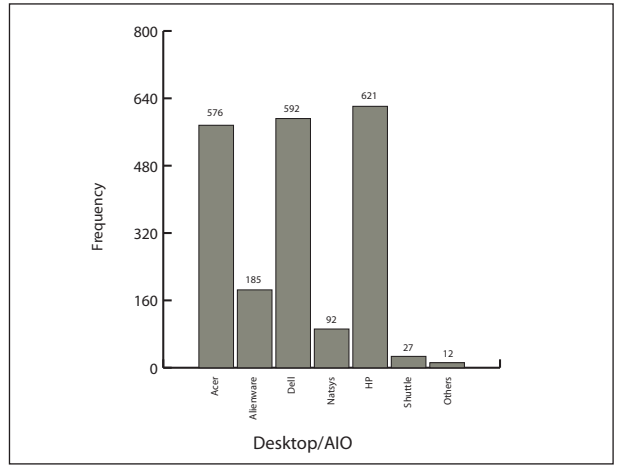
LCD Monitor	Total	Percentage (%)
Acer	191	9.07
Alienware	76	3.61
AOC	224	10.64
ASUS	118	5.61
BenQ	122	5.80
Dell	199	9.45
Envision	83	3.94
Fujitsu	67	3.18
HP	125	5.94
LG	317	15.06
Philips	129	6.13
Samsung	451	21.43
Others	3	0.14
Total	2105	100



Desktop / AIO

Top 3 Brands HP | Dell | Acer

It's been three years since we merged our desktop and AIO results into a single category. While desktops still account for a sizable number of PCs sold, we foresee more and more Malaysians opting for AIOs over their desktop counterparts in the coming months. Part of this is because of Windows 8 but other factors like design and functionality also account for the exodus. Just as in 2011, this year's poll sees HP (29%), Dell (28%) and Acer (27%) walking away with the top three spots in our survey.

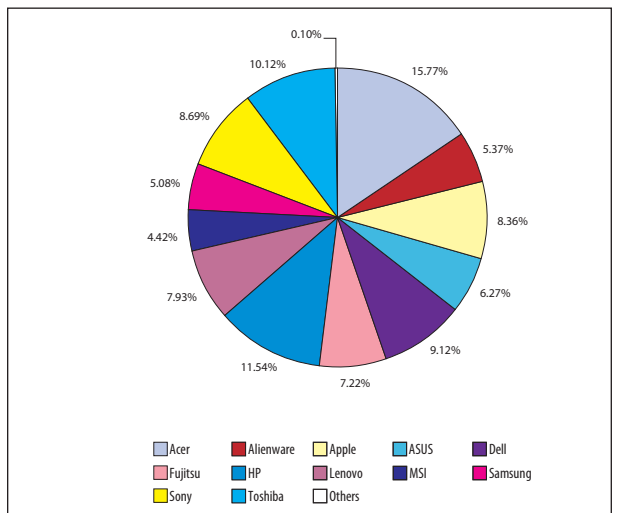


Desktop / AIO	Total	Percentage (%)
Acer	576	27.36
Alienware	185	8.79
Dell	592	28.12
Natsys	92	4.37
HP	621	29.50
Shuttle	27	1.28
Others	12	0.57
Total	2105	100

Notebook

Top 3 Brands Acer | HP | Toshiba

2012 has seen tablets and Ultrabooks stealing some of the thunder from notebooks. Still, with new processors from Intel, better displays and battery life as well as more affordable SSDs adding a little zip to them, notebooks are still very popular among consumers and the mobile workforce. This year we have 12 brands in this hotly contested category but for the seventh year running, our respondents have named Acer (16%), HP (11%) and Toshiba (10%) as their Top 3 Brands. Popular brands Dell, Sony and Apple pick up fourth, fifth and sixth placings, respectively.



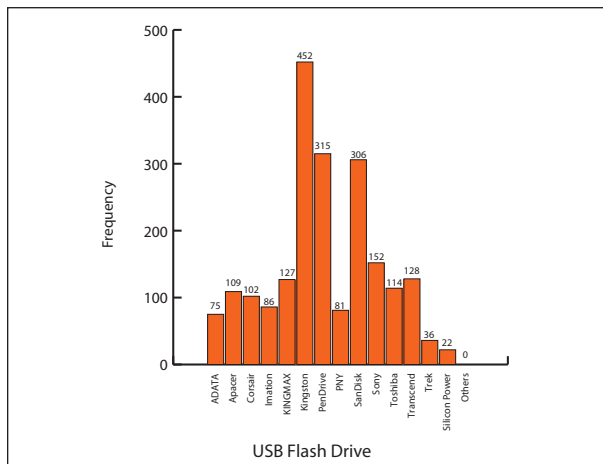
Notebook	Total	Percentage (%)
Acer	332	15.77
Alienware	113	5.37
Apple	176	8.36
ASUS	132	6.27
Dell	192	9.12
Fujitsu	152	7.22
HP	243	11.54
Lenovo	167	7.93
MSI	93	4.42
Samsung	107	5.08
Sony	183	8.69
Toshiba	213	10.12
Others	2	0.10
Total	2105	100

USB Flash Drive

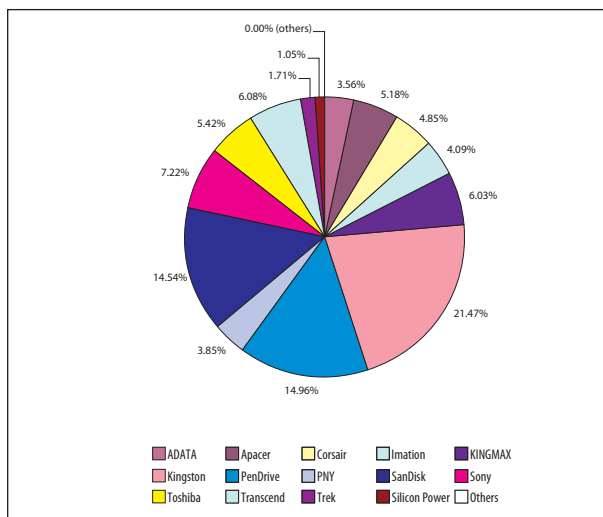
Top 3 Brands

Kingston | PenDrive | SanDisk

In 2012, USB3.0 rated flash drives have become more readily available in the mainstream and consumers have been taking advantage of the faster access speeds that these drives offer. This has been a high point in a segment that does not elicit as much excitement as it used to. Still, we have 14 brands participating in this year's poll and consumers are still singing the same song since 2008. When it comes to USB flash drives, Malaysians trust in: Kingston (21%), PenDrive (15%) and SanDisk (14%).



USB Flash Drive	Total	Percentage (%)
ADATA	75	3.56
Apacer	109	5.18
Corsair	102	4.85
Imation	86	4.09
KINGMAX	127	6.03
Kingston	452	21.47
PenDrive	315	14.96
PNY	81	3.85
SanDisk	306	14.54
Sony	152	7.22
Toshiba	114	5.42
Transcend	128	6.08
Trek	36	1.71
Silicon Power	22	1.05
Others	0	0.00
Total	2105	100

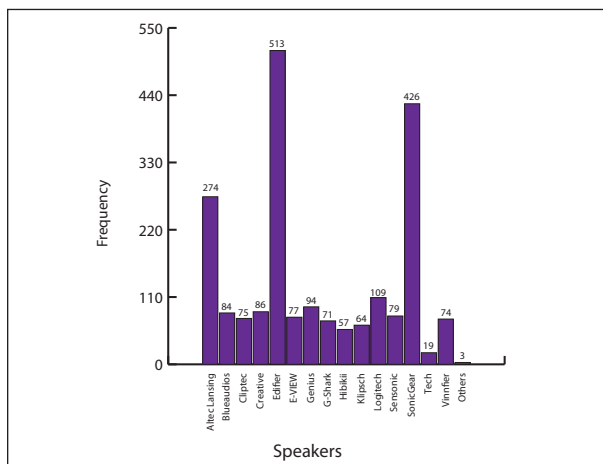


Speakers

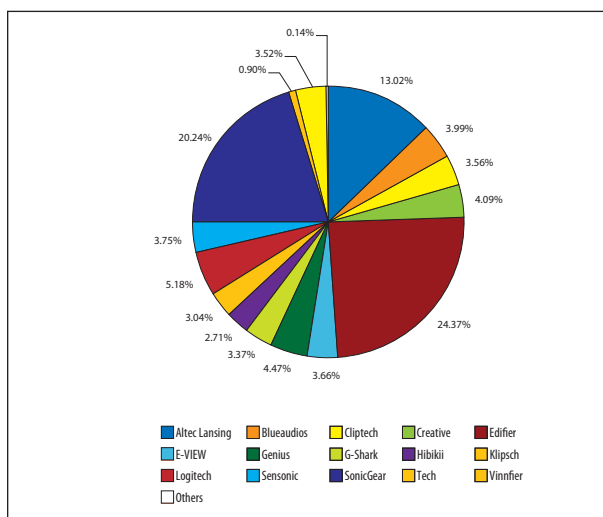
Top 3 Brands

Edifier | SonicGear | Altec Lansing

For the second year running now, popular speaker brand Edifier picks up top spot in our survey with 24% of pollsters nodding in their favor. Just like in 2011, SonicGear retains second spot with 20% of the sample. One time favorite, Altec Lansing too holds on to third place in this year's survey with 13% of the vote. Logitech retains fourth spot as in 2011.



Speakers	Total	Percentage (%)
Altec Lansing	274	13.02
Blueaudios	84	3.99
Cliptec	75	3.56
Creative	86	4.09
Edifier	513	24.37
E-VIEW	77	3.66
Genius	94	4.47
G-Shark	71	3.37
Hibikii	57	2.71
Klipsch	64	3.04
Logitech	109	5.18
Sensonic	79	3.75
SonicGear	426	20.24
Tech	19	0.90
Vinnfier	74	3.52
Others	3	0.14
Total	2105	100



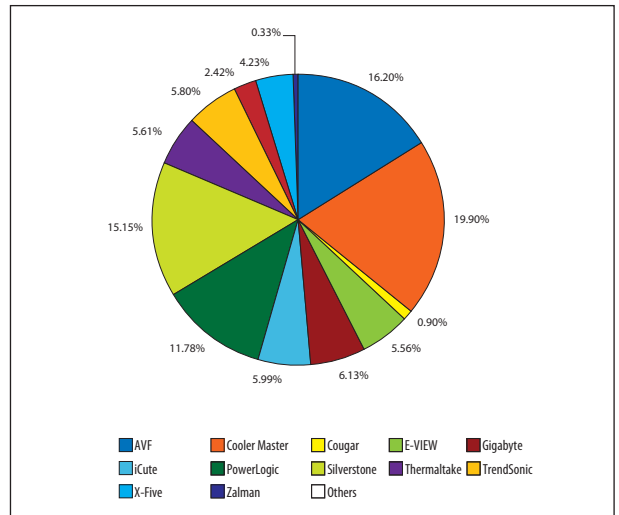
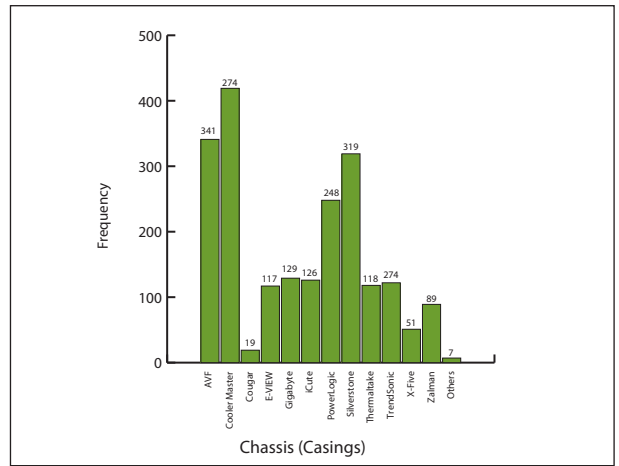
Chassis (Casings)

Top 3 Brands

Cooler Master | AVF | Silverstone

While some quarters believe that the traditional desktop PC is on the wane, we can assure you that casings manufacturers continue to be actively churning out newer and better designs. Offering better component management and efficient airflow, today's casings are works of beauty as well as feats of engineering excellence. As always, popular Taiwanese brand Cooler Master continues to sit on top of the honors list for five years now with 20% of the vote. AVF hangs on to second spot again with 16% while Silverstone moves up to claim third place with 15% of the sample.

Chassis (Casings)	Total	Percentage (%)
AVF	341	16.20
Cooler Master	419	19.90
Cougar	19	0.90
E-VIEW	117	5.56
Gigabyte	129	6.13
iCute	126	5.99
PowerLogic	248	11.78
Silverstone	319	15.15
Thermaltake	118	5.61
TrendSonic	122	5.80
X-Five	51	2.42
Zalman	89	4.23
Others	7	0.33
Total	2105	100



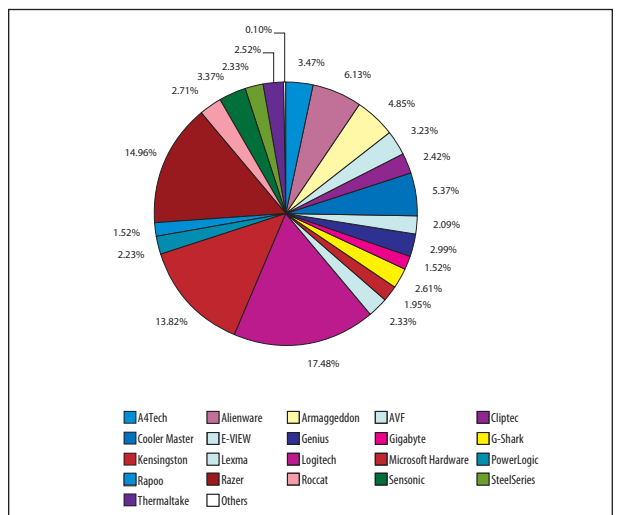
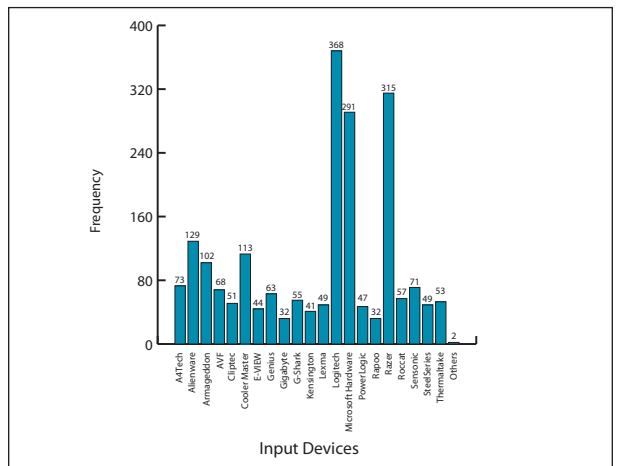
Input Devices (i.e. Keyboard & Mouse)

Top 3 Brands

Logitech | Razer | Microsoft Hardware

For the past 7 years now in our survey, Logitech has been the undisputed king of input devices. The 2012 edition confirms this with the Swiss brand clocking 17% of the poll. Gaming peripherals specialists, Razer moves up to second spot with 15% of our respondents saying yes to them. Microsoft Hardware drops to third this year with 14% of the sample nodding in their favor. Alienware stays in fourth spot again with 6%.

Input Devices	Total	Percentage (%)
A4Tech	73	3.47
Alienware	129	6.13
Armageddon	102	4.85
AVF	68	3.23
Cliptec	51	2.42
Cooler Master	113	5.37
E-VIEW	44	2.09
Genius	63	2.99
Gigabyte	32	1.52
G-Shark	55	2.61
Kensington	41	1.95
Lexma	49	2.33
Logitech	368	17.48
Microsoft Hardware	291	13.82
PowerLogic	47	2.23
Rapoo	32	1.52
Razer	315	14.96
Roccat	57	2.71
Sensonic	71	3.37
SteelSeries	49	2.33
Thermaltake	53	2.52
Others	2	0.10
Total	2105	100



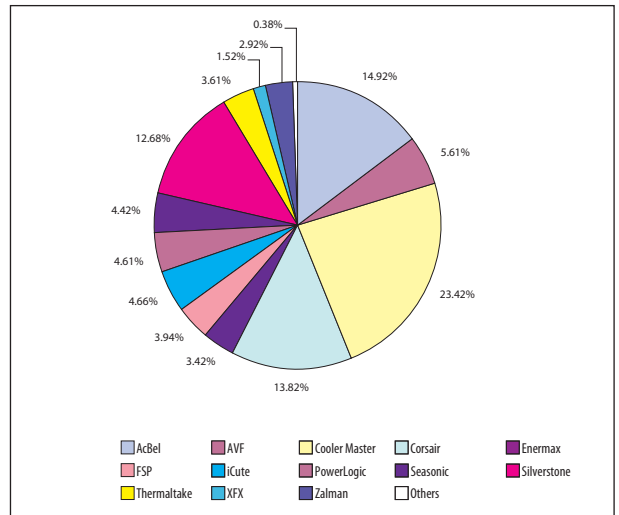
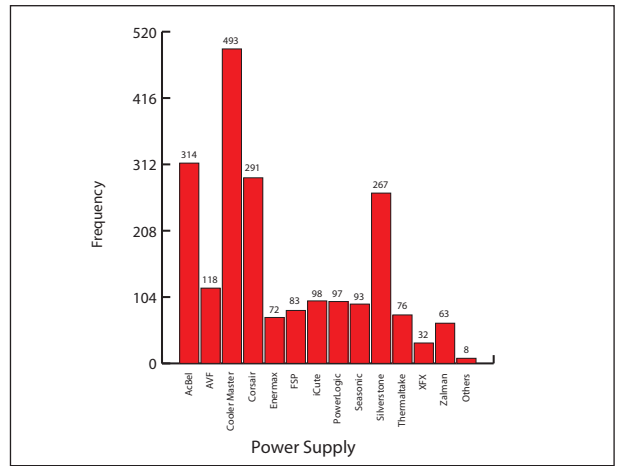
Power Supply

Top 3 Brands

Cooler Master | AcBel | Corsair

By now, most consumers know all about the advantages of investing in a good power supply. Not only will a good PSU ensure stable power and maximum performance, it will also protect your hardware components and increase their lifespan. Newer PSUs are green and mean at the same time, meaning that while they save on electricity, they don't skimp on performance either. Cooler Master makes this category their own and pick up top spot for 8 years in a row now with 23% of the poll. AcBel stays in second spot again (15%) while Corsair moves up the ladder and grabs third with 14% of the sample. Fourth place goes to Silverstone (13%).

Power Supply	Total	Percentage (%)
AcBel	314	14.92
AVF	118	5.61
Cooler Master	493	23.42
Corsair	291	13.82
Enermax	72	3.42
FSP	83	3.94
iCute	98	4.66
PowerLogic	97	4.61
Seasonic	93	4.42
Silverstone	267	12.68
Thermaltake	76	3.61
XFx	32	1.52
Zalman	63	2.99
Others	8	0.38
Total	2105	100



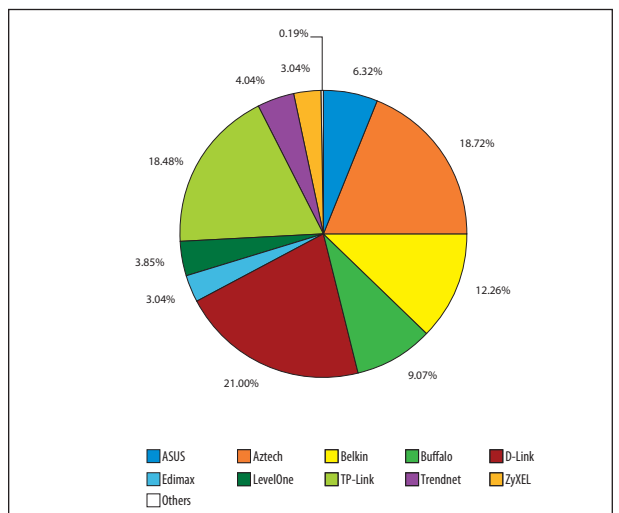
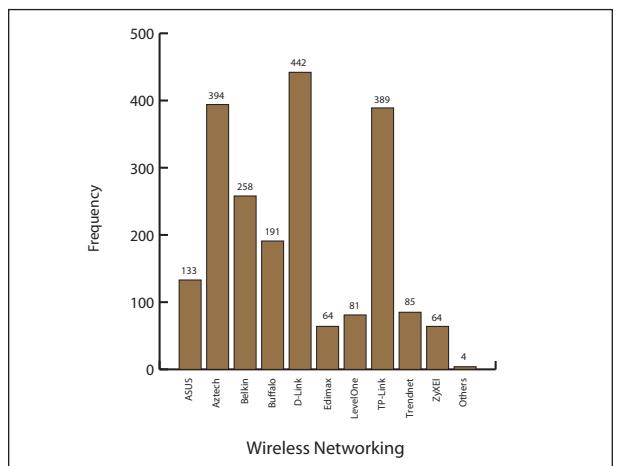
Wireless Networking

Top 3 Brands

D-Link | Aztech | TP-Link

With most of us owning smartphones and tablets these days, wireless networking is no longer a luxury but an indispensable necessity. Wireless-N networking devices are very affordable these days and most homes in urban areas are already running some form of wireless network thanks to UniFi. 10 brands competed for honors in the 2012 survey and our respondents selected D-Link (21%) for the sixth year running as the No.1 brand for wireless networking products. Aztech secures second spot yet again with 19% of the vote and popular value brand, TP-Link snatches third spot with 18% of the sample.

Wireless Networking	Total	Percentage (%)
ASUS	133	6.32
Aztech	394	18.72
Belkin	258	12.26
Buffalo	191	9.07
D-Link	442	21.00
Edimax	64	3.04
LevelOne	81	3.85
TP-Link	389	18.48
Trendnet	85	4.04
ZyXEL	64	3.04
Others	4	0.19
Total	2105	100



SMB (SMALL MEDIUM BUSINESS)

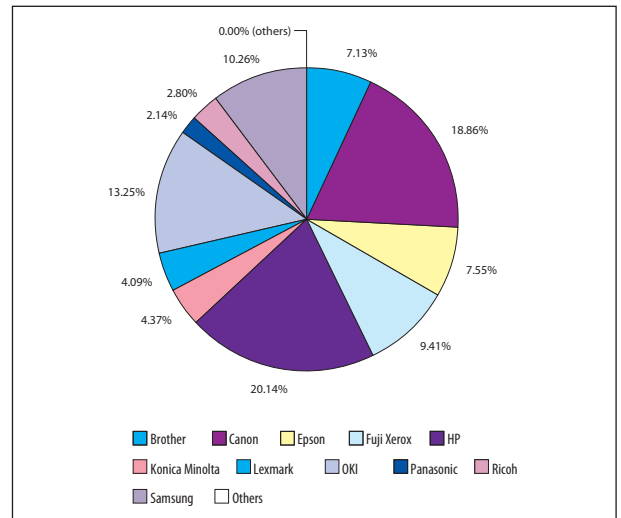
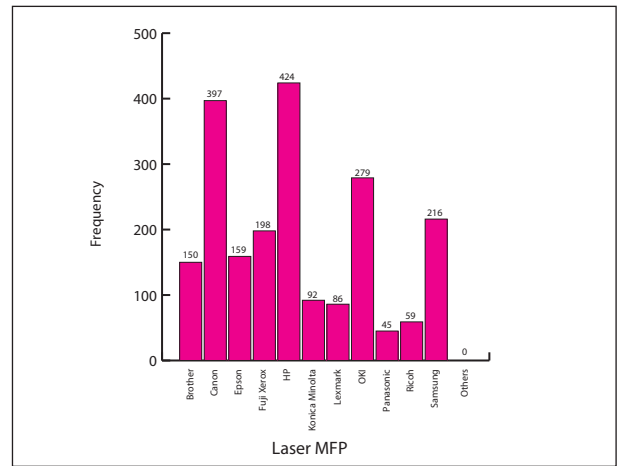
Laser MFP

Top 3 Brands

HP | Canon | OKI

In 2012, laser MFPs, regardless of whether they are monochrome or color, continue to get more affordable while offering better features and flexibility. This is indeed good news for consumers with high print requirements looking to invest in a printer that does more than just print. In the 2012 poll, popular brand HP (20%) rises to the top of the charts, displacing Canon (19%) in the process. OKI (13%) snaps up third place in our survey, with Samsung (10%) picking up fourth spot.

Laser MFP	Total	Percentage (%)
Brother	150	7.13
Canon	397	18.86
Epson	159	7.55
Fuji Xerox	198	9.41
HP	424	20.14
Konica Minolta	92	4.37
Lexmark	86	4.09
OKI	279	13.25
Panasonic	45	2.14
Ricoh	59	2.80
Samsung	216	10.26
Others	0	0.00
Total	2105	100



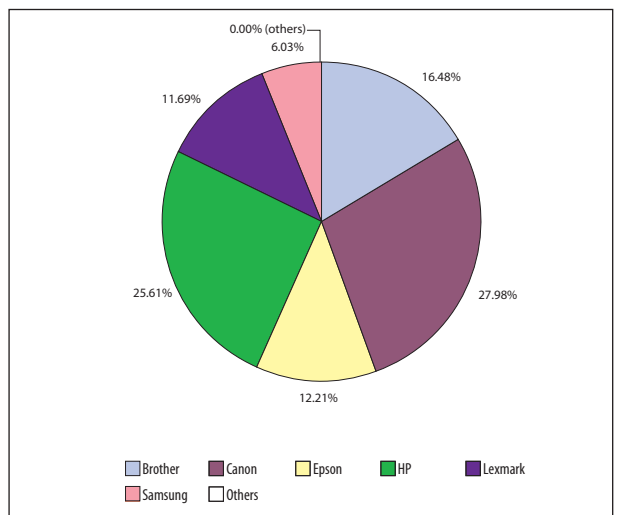
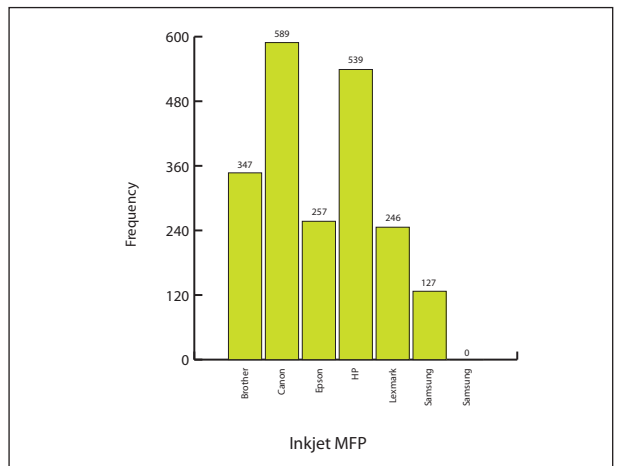
Inkjet MFP

Top 3 Brands

Canon | HP | Brother

The inkjet MFP printer is the workhorse of the SOHO and home user. Those looking for flexibility, features and value in a small footprint printer normally end up with one of these printers. Even more affordable in 2012, these devices now add performance and features to their long list of accolades. This year, our respondents voted Canon (28%), HP (25%) and Brother (16%) as their inkjet MFP brands of choice.

Inkjet MFP	Total	Percentage (%)
Brother	347	16.48
Canon	589	27.98
EPSON	257	12.21
HP	539	25.61
Lexmark	246	11.69
Samsung	127	6.03
Others	0	0.00
Total	2105	100

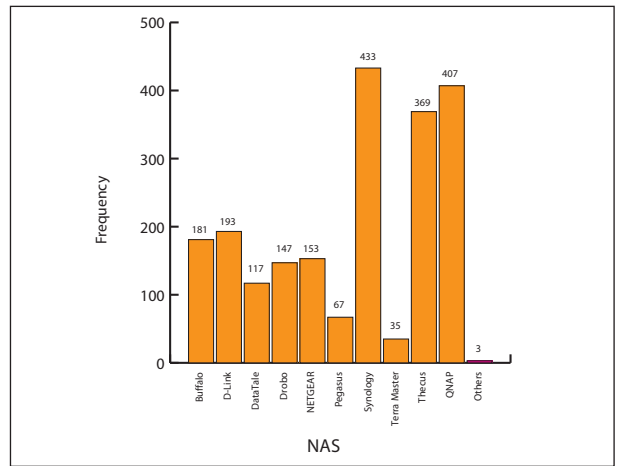


NAS

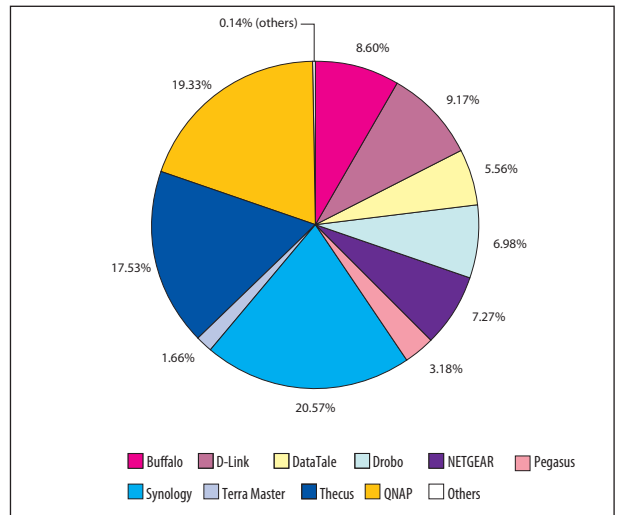
Top 3 Brands

Synology | QNAP | Thecus

Although NAS or Network Attached Storage first entered our survey in 2009, we are seeing these nifty storage devices becoming more and more popular among Malaysians in general. Handy for storing tons of media and data, today's NAS devices are easy to setup and use thanks to their user-friendly GUIs. As in 2011, Synology (20%) still rules the roost, while QNAP (19%) and Thecus (17%) pick up second and third spots, respectively in our survey.



NAS	Total	Percentage (%)
Buffalo	181	8.60
D-Link	193	9.17
DataTale	117	5.56
Drobo	147	6.98
NETGEAR	153	7.27
Pegasus	67	3.18
Synology	433	20.57
Terra Master	35	1.66
Thecus	369	17.53
QNAP	407	19.33
Others	3	0.14
Total	2105	100

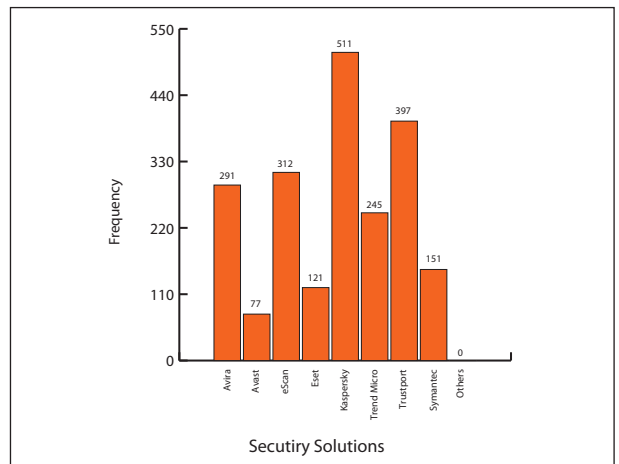


Security Solutions

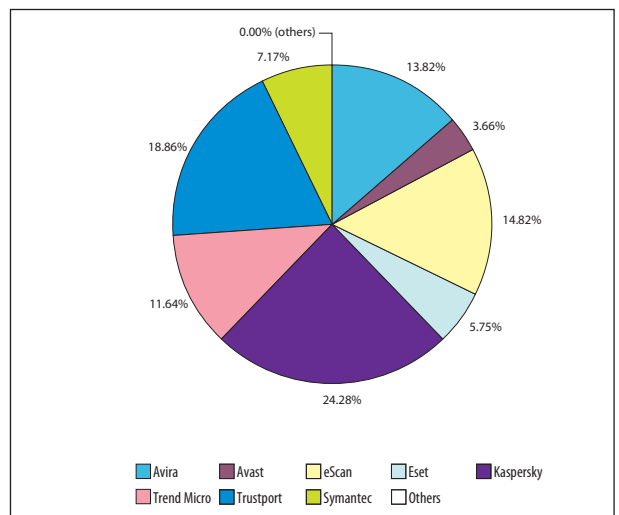
Top 3 Brands

Kaspersky | Trustport | eScan

Every year, the number of malware, virus and security threats seems to be increasing at an alarming rate. A top notch security solution is a must for anyone who spends a lot of time online. When asked, our 2012 respondents said that their favorite security solutions brands are: Kaspersky (24%), Trustport (19%) and eScan (15%).



Security Solutions	Total	Percentage (%)
Avira	291	13.82
Avast	77	3.66
eScan	312	14.82
Eset	121	5.75
Kaspersky	511	24.28
Trend Micro	245	11.64
Trustport	397	18.86
Symantec	151	7.17
Others	0	0.00
Total	2105	100





Conclusion

It's for the tenth time that we bring you the tech publishing industry's longest running brand recognition survey - the HWM & Plaza Low Yat Brand Survey! The 2012 survey did not see any major upsets or radical changes in polling trends, just as in 2011. Most of last year's winners continue to dominate the winners circle and have returned to pick up awards in their respective categories. As we commented for the past two years, this may be a sign of maturing consumers who are now quite discerning and know their brands better.

For the past 10 years now, super brands like Canon, Samsung, HP and Sony have made our survey their very own while popular brands like Gigabyte and Cooler Master have also carved a place in our respondents' mindsets. As always, things get more exciting and unpredictable when we look at the fight for second and third place spots. So, there's always something to discuss and ponder on.

The 2012 brand survey offers invaluable insight into general brand perception and consumer product association trends. Although we have seen the addition and removal of categories over the past 10 years for consolidation and relevance, the survey still provides brand owners with valuable feedback on the success of their branding strategies or otherwise.

Finally, HWM Malaysia & Plaza Low Yat would like to take this opportunity to congratulate all our Top Brands in 2012 and to thank all parties who made this year's survey a success. See you in 2013!