



# The HWM & Plaza Low Yat Brand Survey 2004

Latest brand perception trends among Malaysians

It's that time of the year again when we travel all over the nation to find out which brands are tops in the minds of Malaysians with regards to tech products. This year, we up the ante further and together with Plaza Low Yat present you with a comprehensive Brand Survey\* featuring 34 product categories.

## **Bigger**

After the successful HWM Readers Choice Awards in 2003, we decided to go a step forward and present a Brand Survey that represented not only our readers' brand perception but that of as many Malaysians as we could reach out to during the course of the survey. Consequently, this year we have a larger respondent head count - from 919 in 2003 up to 3153 in 2004.

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

- a. Post-in responses from HWM readers**
- b. Drop-off point at Plaza Low Yat**
- c. Computer Fair / PC Fair walk-in visitors**

The number of respondents this year marks a three-fold increase and provides an even more accurate look into what tech brands Malaysians identify with in the many respective product categories.

## **More categories**

Back in 2003, we featured a total of 28 product categories. In our 2004 survey this number has been bumped-up to 34 as a result of many new product categories that have appeared since the previous year. New categories like Smartphones and LCD TVs reflect a growing number of new technologies that are fast gaining ground. Expect even more categories in upcoming surveys.

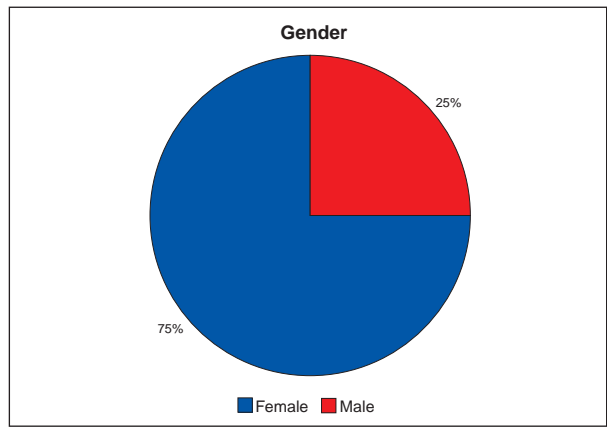
**Some considerations**

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 million households in Malaysia with some 10 million consumers in the ICT segment;
- **Accurate Positioning of Brands** – the survey does not differentiate the stage of the cycle of brands;
- **Adequate Testing Methodology** – the survey utilizes 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.

None the less, the survey meets the primary objective for which is to accord recognition on brand awareness on a random basis with no pre-set parameters of the respondent pool. Quantitative extrapolation is possible with such data to derive the results required.

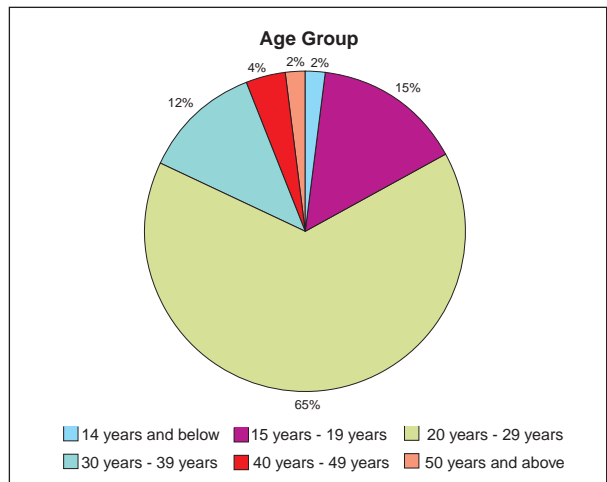
Without further ado, here are the results of our survey. Our heartiest congratulations to all leading brands!



GENDER	FREQUENCY	PERCENTAGE (%)
Female	777	24.64
Male	2376	75.36
<b>Total</b>	<b>3153</b>	<b>100.00</b>

**Gender**

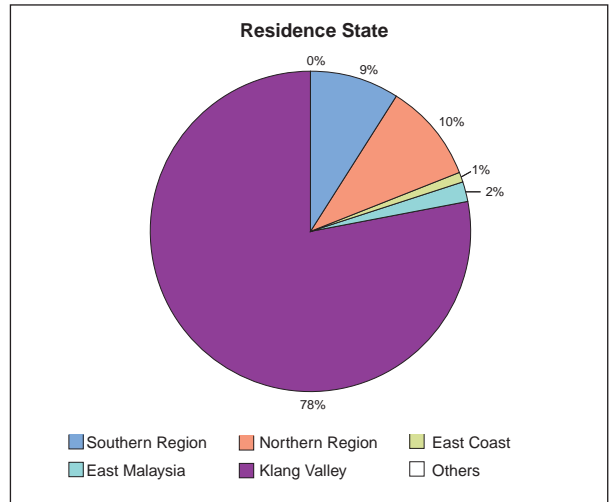
Once again there were more male respondents as opposed to females this year. Still, females accounted for 25% of the poll as opposed to just 21% last year perhaps indicating a growing number of female IT enthusiasts.



Age-group	Frequency	Percentage (%)
14 years and below	55	1.74
15 years - 19 years	490	15.54
20 years - 29 years	2067	65.56
30 years - 39 years	379	12.02
40 years - 49 years	111	3.52
50 years and above	51	1.62
<b>Total</b>	<b>3153</b>	<b>100.00</b>

**Age Group**

Again, as in 2003 most respondents fall into the 20 – 29 years age group. Teenagers between 15 to 19 years make up the second largest age group among respondents as in the previous year.

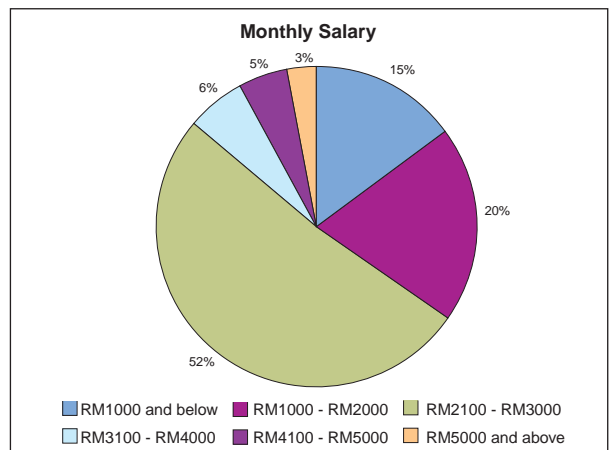


State	Frequency	Percentage (%)
Johor	112	3.55
Kedah	43	1.36
Kelantan	20	0.63
Melaka	64	2.03
Negeri Sembilan	112	3.55
Pahang	74	2.35
Perak	111	3.52
Perlis	6	0.19
Pulau Pinang	96	3.04
Sabah	16	0.51
Sarawak	38	1.21
Selangor	1151	36.50
Selangor	20	0.63
Wilayah Persekutuan	1280	40.60
Others	10	0.32
<b>Total</b>	<b>3153</b>	<b>100</b>

State	Frequency	Percentage (%)
Southern Region	288	9.13
Northern Region	330	10.47
East Coast	40	1.27
East Malaysia	54	1.71
Klang Valley	2431	77.10
Others	10	0.32
<b>Total</b>	<b>3153</b>	<b>100</b>

**Location**

While once again the majority of respondents were from the Klang Valley (78%), we saw an increase in the number of respondents from the Northern, Southern and East Malaysia regions.



Salary	Frequency	Percentage (%)
RM1000 and below	463	14.68
RM1000 - RM2000	623	19.75
RM2100 - RM3000	1633	51.79
RM3100 - RM4000	181	5.74
RM4100 - RM5000	153	4.85
RM5000 and above	100	3.17
<b>Total</b>	<b>3153</b>	<b>100</b>

**Income**

This year, the most number of respondents fell into the RM2100 – RM3000 salary bracket making up 52% of the entire poll and providing us with a better understanding of what brands people with higher incomes are looking at.

\* This is a random survey. Figures in no way represent actual market share of featured brands.  
 \* The 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.

# Motherboards Category

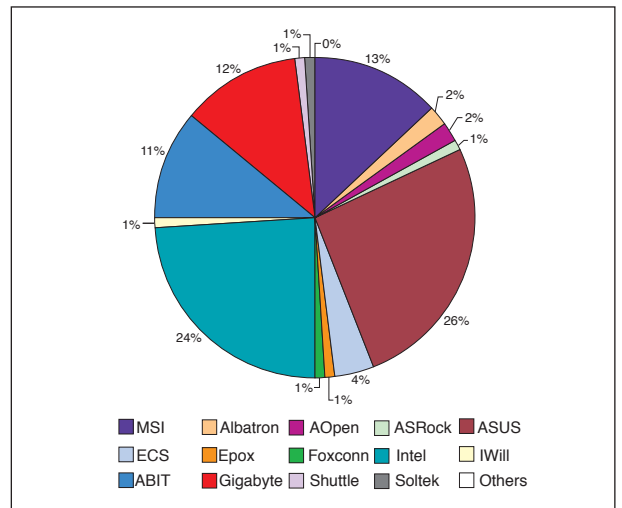
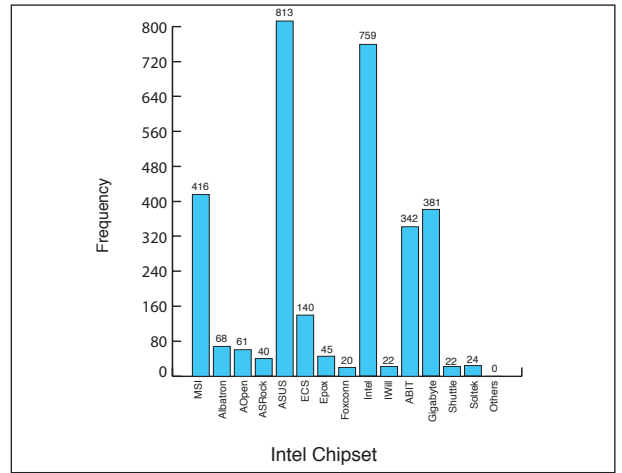
## Intel Chipset

### Top 3 Brands

- 1) ASUS                      2) Intel                      3) MSI

This year's survey saw ASUS top the Intel chipset motherboard category with 26% of the respondents voting for the popular Taiwanese brand. Intel came in a close second with 24% of the vote with MSI coming in third with 13%. Other brands that featured well in our survey were Gigabyte (12%) and ABIT (11%) who finished fourth and fifth respectively.

Intel Motherboard	Frequency	Percentage (%)
MSI	416	13.19
Albatron	68	2.16
AOpen	61	1.93
ASRock	40	1.27
ASUS	813	25.78
ECS	140	4.44
EpoX	45	1.43
Foxconn	20	0.63
Intel	759	24.07
IWill	22	0.70
ABIT	342	10.85
Gigabyte	381	12.08
Shuttle	22	0.70
Soltek	24	0.76
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>



# Motherboards Category

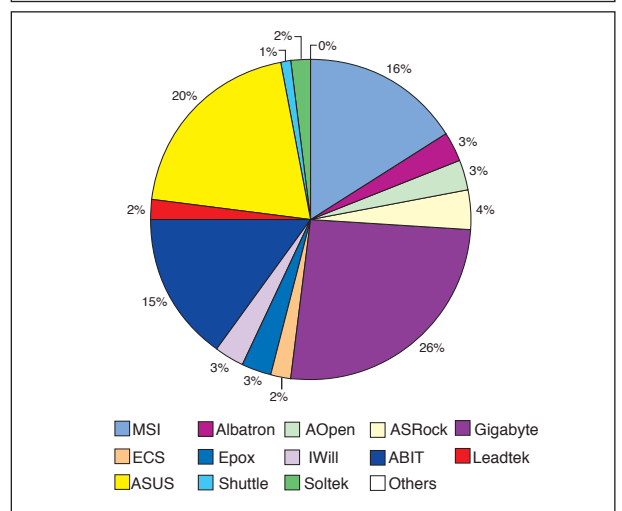
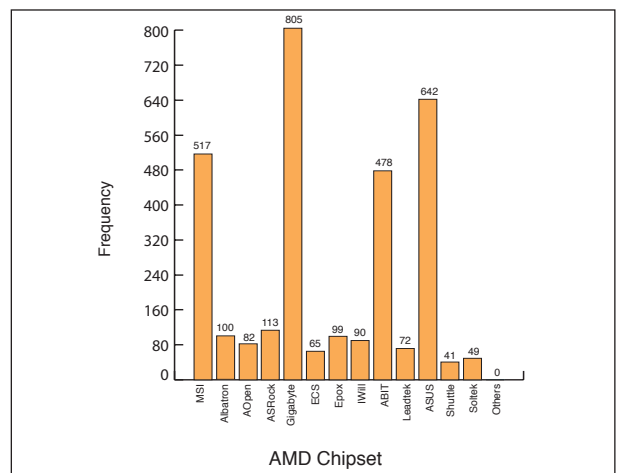
## AMD Chipset

### Top 3 Brands

- 1) Gigabyte                      2) ASUS                      3) MSI

AMD chipset-based motherboards are steadily increasing in popularity among users, especially gamers and those looking for cheaper alternatives. This survey showed that among all the brands that offer such models, Gigabyte stormed to the top of the popularity chart with 26% of the total vote going to them. ASUS came in second with 20% of the vote and MSI came in third with 16%. ABIT took fourth place in our survey with 15% - closing ground on the top 3.

AMD Motherboard	Frequency	Percentage (%)
MSI	517	16.40
Albatron	100	3.17
AOpen	82	2.60
ASRock	113	3.58
Gigabyte	805	25.53
ECS	65	2.06
Epox	99	3.14
IWill	90	2.85
ABIT	478	15.16
Leadtek	72	2.28
ASUS	642	20.36
Shuttle	41	1.30
Soltek	49	1.55
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>



# Processor Category

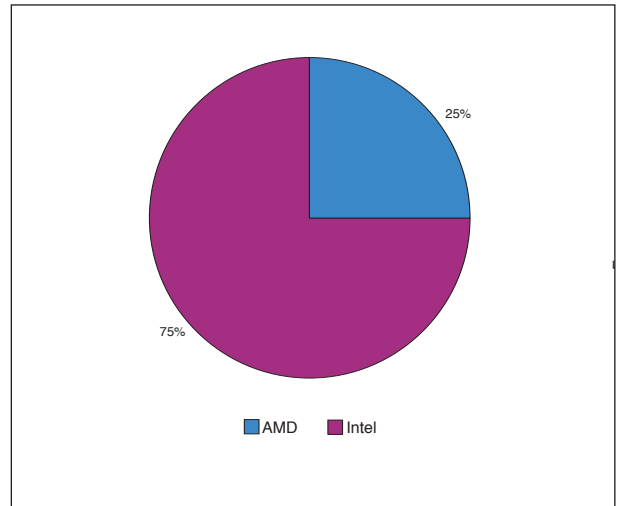
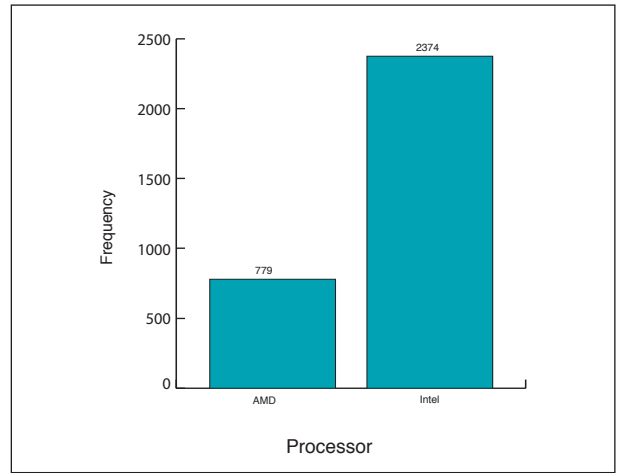
## AMD, Intel

### Top Brands

1) Intel

2) AMD

With only 2 brands slugging it out in this category, perennial favorites Intel walked away with top honors again this year with a huge 75% chunk of the processor pie vote. AMD came in second with 25% of the votes – a slight increase when compared to 22% of the votes that the brand received in last year’s survey.



Processor	Frequency	Percentage (%)
AMD	779	24.71
Intel	2374	75.29
<b>Total</b>	<b>3153</b>	<b>100</b>

# Memory (RAM) Category

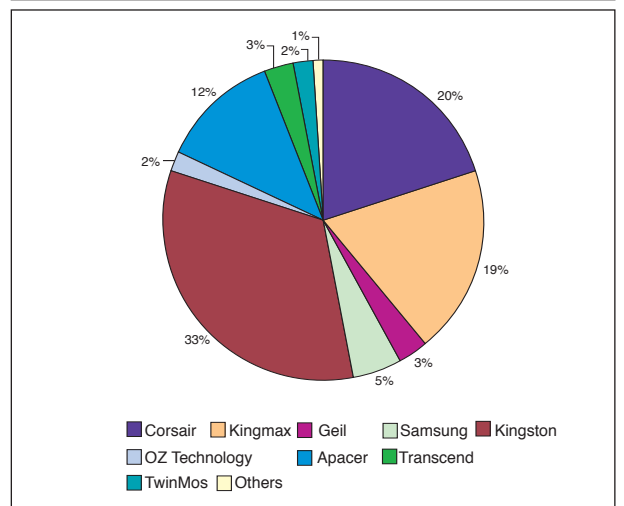
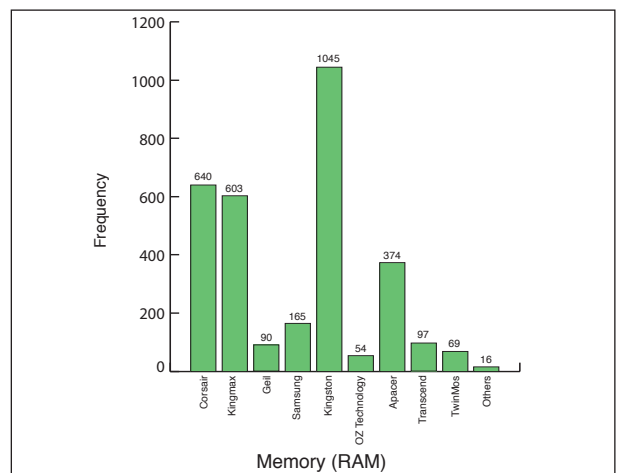
### Top 3 Brands

1) Kingston

2) Corsair

3) Kingmax

Kingston still rules the roost for the second year running in our survey. The popular American-based memory manufacturer chalked up an impressive 33% of all the votes cast in our survey. Popular memory specialists, Corsair coasted home in second place (20%) ahead of well-known Taiwanese memory maker Kingmax with 19%.



Memory (RAM)	Frequency	Percentage (%)
Corsair	640	20.30
Kingmax	603	19.12
Geil	90	2.85
Samsung	165	5.23
Kingston	1045	33.14
OZ Technology	54	1.71
Apacer	374	11.86
Transcend	97	3.08
TwinMos	69	2.19
Others	16	0.51
<b>Total</b>	<b>3153</b>	<b>100</b>

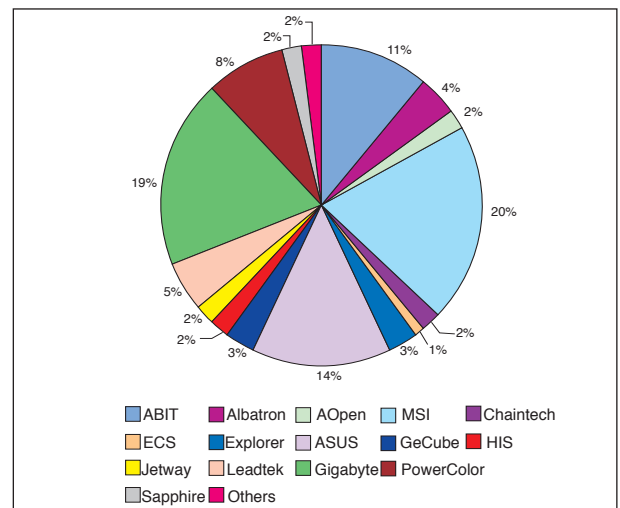
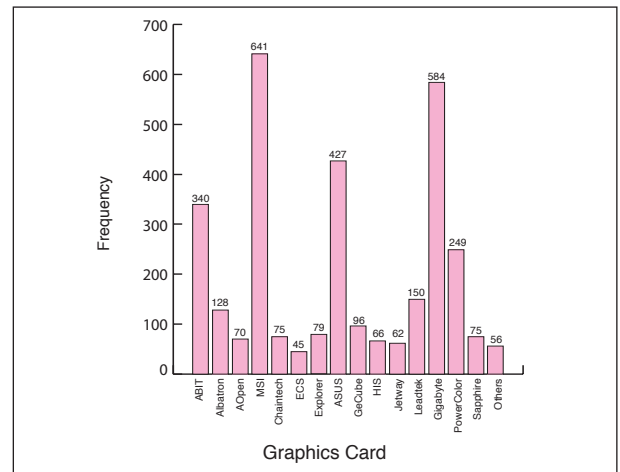
# Graphics Card Category

## Top 3 Brands

- 1) MSI                      2) Gigabyte                      3) ASUS

One of the most popular components on parade in this survey has got to be the graphics card. With an ever-growing number of brands offering solutions in this fast crowding segment, competition is surely heating-up. This year, our survey crowns MSI as the most popular graphics card brand with 20% of the total vote. Gigabyte was a close second with 19% and ASUS took third with 14%.

Graphics Card	Frequency	Percentage (%)
Abit	340	10.78
Albatron	138	4.38
AOpen	70	2.22
MSI	641	20.33
Chaintech	75	2.38
ECS	45	1.43
Explorer	79	2.51
ASUS	427	13.54
GeCube	96	3.04
HIS	66	2.09
Jetway	62	1.97
Leadtek	150	4.76
Gigabyte	584	18.52
PowerColor	249	7.90
Sapphire	75	2.38
Others	56	1.78
<b>Total</b>	<b>3153</b>	<b>100</b>



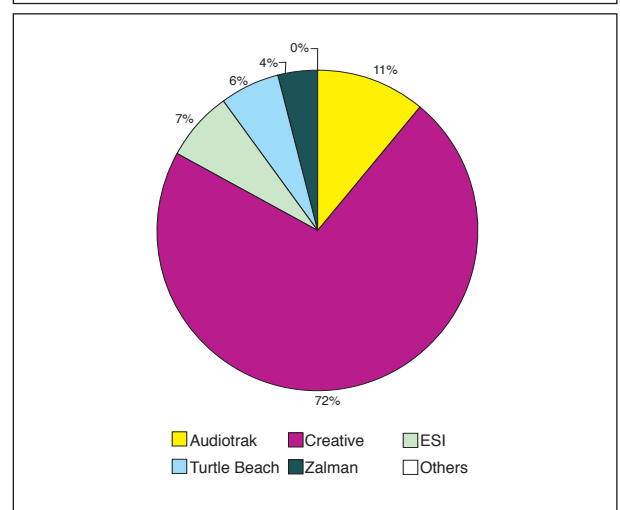
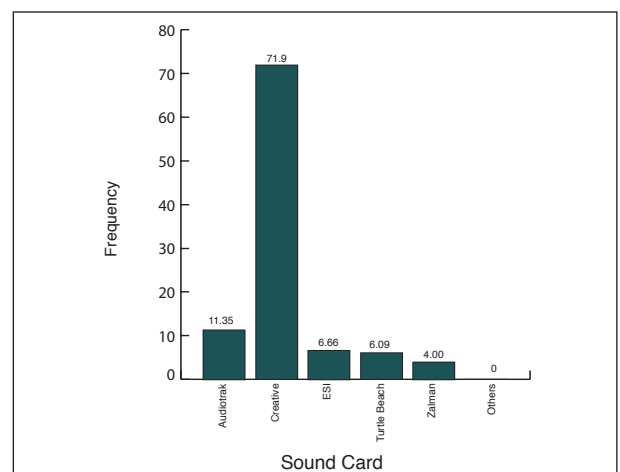
# Sound Card Category

## Top 3 Brands

- 1) Creative                      2) Audiotrak                      3) ESI

Not all of us need sound cards anymore as most new motherboards tout 5.1 channel audio as standard spec, offering pretty good sound and cost savings. Still, users requiring more than just audio playback will look to standalone audio cards for their audio requirements. Once again, renowned audio card maker Creative Technology walks away with top honors by securing a whopping 72% of the survey vote for the category. Audiotrak and ESI were a distant second and third with 11% and 7% of the vote respectively.

Sound Card	Frequency	Percentage (%)
Audiotrak	358	11.35
Creative	2267	71.9
ESI	210	6.66
Turtle Beach	192	6.09
Zalman	126	4.00
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>

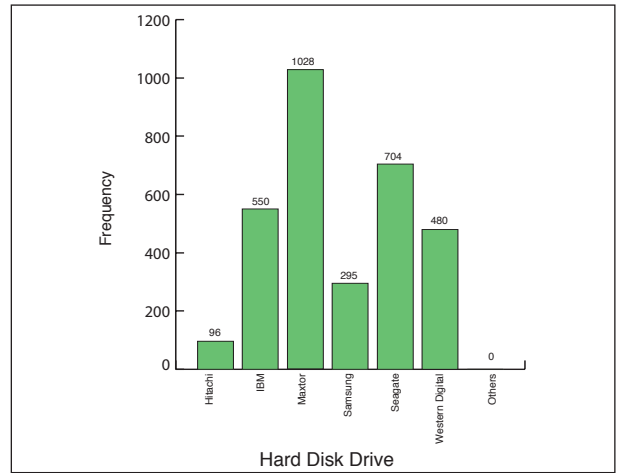


# Hard Disk Drive Category

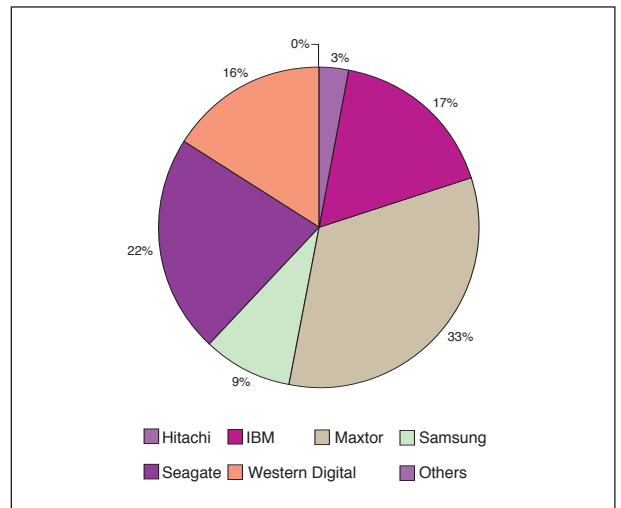
## Top 3 Brands

- 1) Maxtor                      2) Seagate                      3) IBM

Storage hit new heights in 2004 with the ever-growing number of storage hungry CE products, i.e. HDD-based video recorders and PCs that required more and more space to store photos, videos and audio files. In response, HDD manufacturers offered us faster SATA drives and bigger capacities to stem this tide. In our survey, Malaysians still vote Maxtor as the No.1 brand for hard disk drives with 32% of the vote. Seagate came in second with 22% and IBM inched past Western Digital with 17%.



Hard Disk Drive	Frequency	Percentage (%)
Hitachi	96	3.04
IBM	550	17.44
Maxtor	1028	32.60
Samsung	295	9.36
Seagate	704	22.33
Western Digital	480	15.22
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>



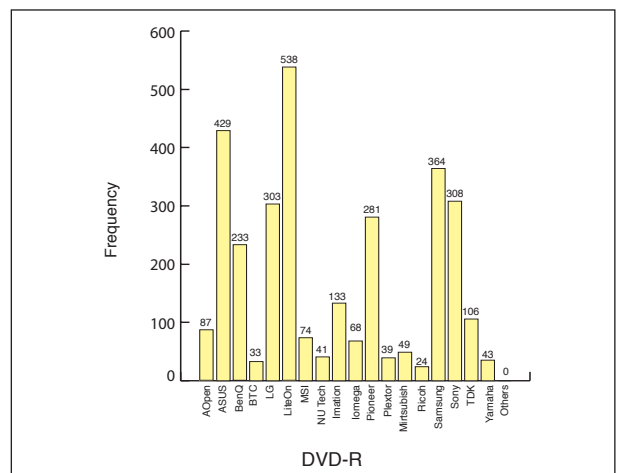
# Optical Drives Category

## DVD Writer

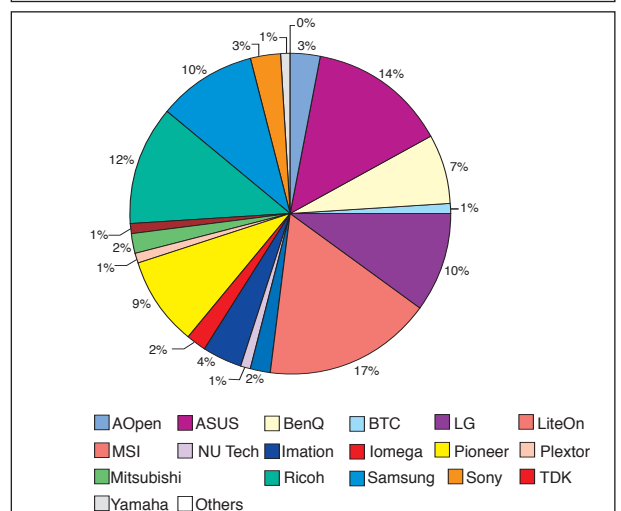
### Top 3 Brands

- 1) LiteOn                      2) ASUS                      3) Samsung

When it comes to optical drives, especially DVD Writers, LiteOn is still the No.1 brand in the minds of most of the respondents in our survey. The brand chalked-up 17% of all the votes polled in our survey pushing ASUS into second place with 14% and Samsung into third with 12%. Brands like Sony, Pioneer and LG also recorded good percentages in our sample.



DVD-R	Frequency	Percentage (%)
AOpen	87	2.76
ASUS	429	13.61
BenQ	233	7.39
BTC	33	1.05
LG	303	9.61
LiteOn	538	17.06
MSI	74	2.35
NU Tech	41	1.30
Imation	133	4.22
lomega	68	2.16
Pioneer	281	8.91
Plextor	39	1.24
Mitsubishi	49	1.55
Ricoh	24	0.76
Samsung	364	11.54
Sony	308	9.77
TDK	106	3.36
Yamaha	43	1.36
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>



# Optical Drives Category

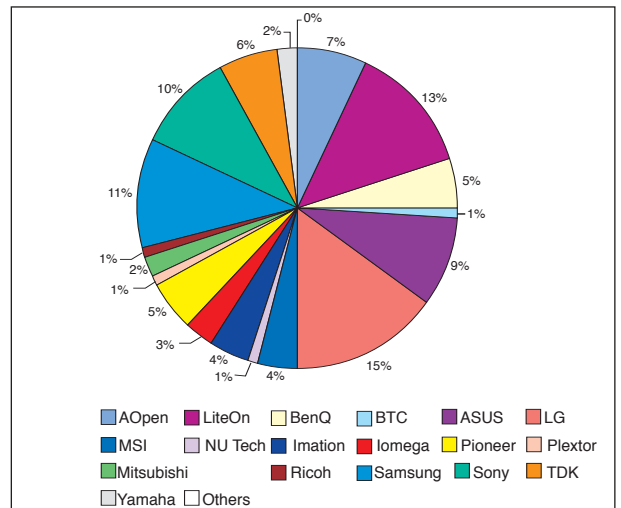
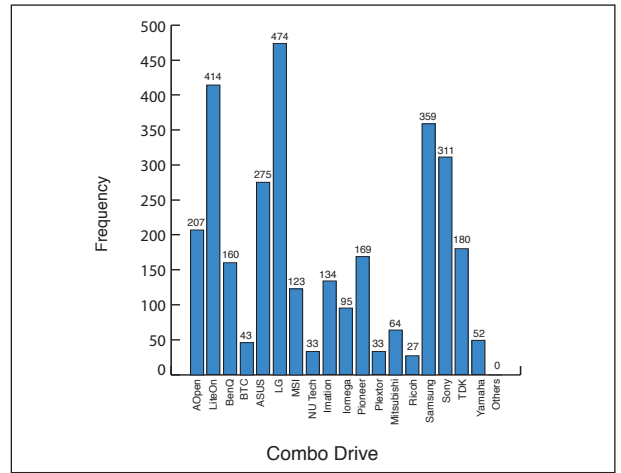
## Combo Drive

### Top 3 Brands

- 1) LG                                      2) LiteOn                                      3) Samsung

In the ever-popular DVD Combo segment, LG was seen as the brand of choice among our respondents. The Korean brand garnered 15% of the total vote in this crowded segment that features close to 20 brands. Perennial favorites, LiteOn came in a close second with 13% of the votes and Samsung came in third again with 11% of the total vote.

Combo	Frequency	Percentage (%)
AOpen	207	6.57
LiteOn	414	13.13
BenQ	160	5.07
BTC	43	1.36
ASUS	275	8.72
LG	474	15.03
MSI	123	3.90
NU Tech	33	1.05
Imation	134	4.25
lomega	95	3.01
Pioneer	169	5.36
Plextor	33	1.05
Mitsubishi	64	2.03
Ricoh	27	0.86
Samsung	359	11.39
Sony	311	9.86
TDK	180	5.71
Yamaha	52	1.65
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>



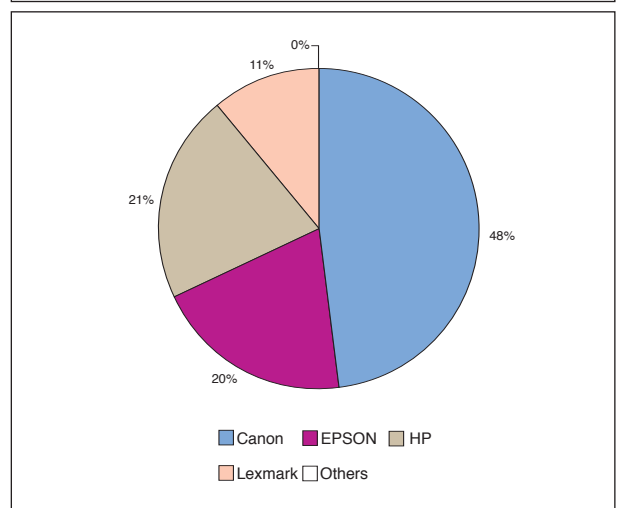
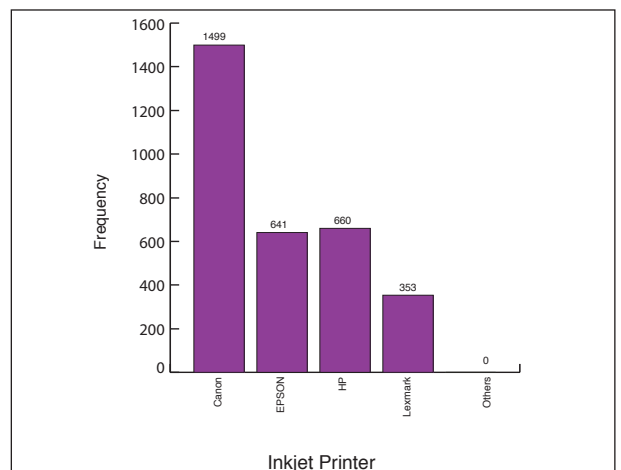
# Inkjet Printer Category

### Top 3 Brands

- 1) Canon                                      2) HP                                      3) EPSON

In the inkjet printer category, the top 4 brands once again slugged it out for top honors in our brand survey. Canon brushed-off the competition by securing almost 50% of the total number of votes to retain its position as the most popular inkjet printer brand in the country. HP nosed past EPSON's 20% to move into second place with 21% of the vote. Lexmark was back in fourth place with 11%.

Inkjet Printer	Frequency	Percentage (%)
Canon	1499	47.54
EPSON	641	20.33
HP	660	20.93
Lexmark	353	11.20
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>

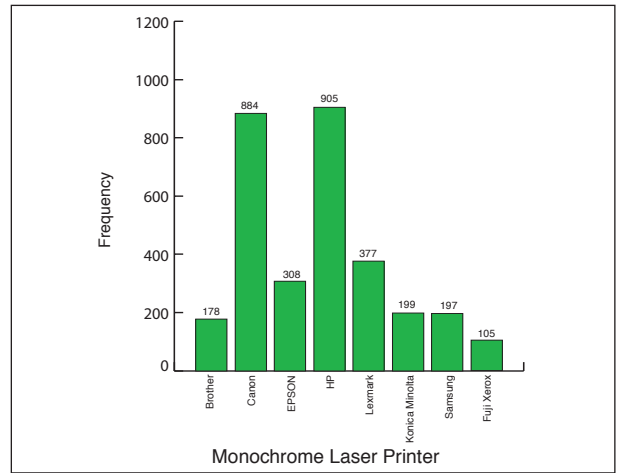


# Monochrome Laser Printer Category

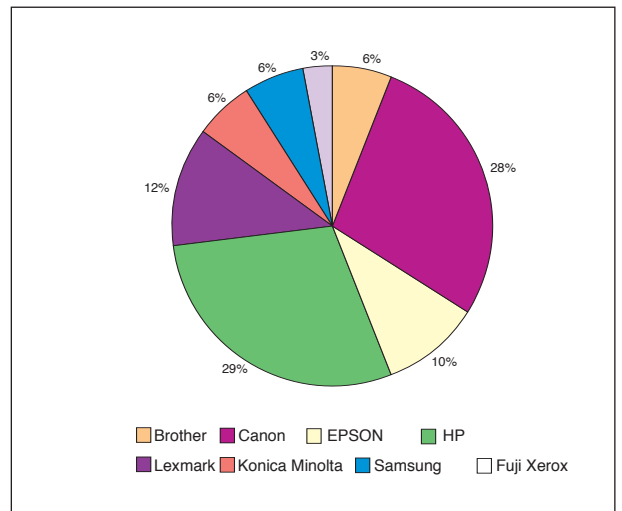
## Top 3 Brands

- 1) HP                                      2) Canon                                      3) Lexmark

The mainstay of the office, monochrome laser printers have long been bread and butter to HP. The US giant once again secured another accolade for its laser printers in our Brand Survey by being voted No.1 in this category with 29% of the vote. Canon came in a close second with 28% of the vote and Lexmark secured third place with 12%.



Monochrome Laser Printer	Frequency	Percentage (%)
Brother	178	5.65
Canon	884	28.04
EPSON	308	9.77
HP	905	28.70
Lexmark	377	11.96
Konica Minolta	199	6.31
Samsung	197	6.25
Fuji Xerox	105	3.33
<b>Total</b>	<b>3153</b>	<b>100</b>

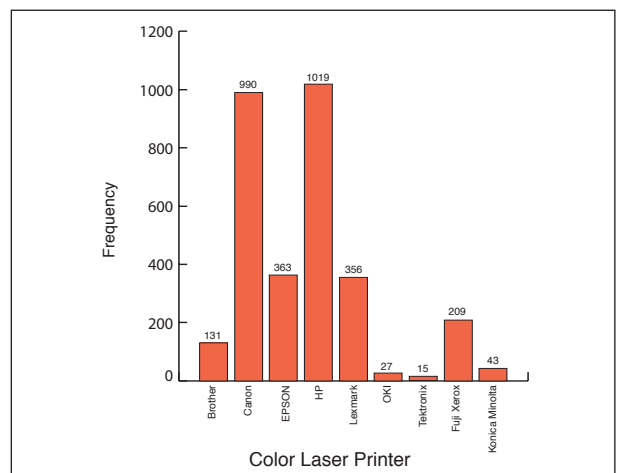


# Color Laser Printer Category

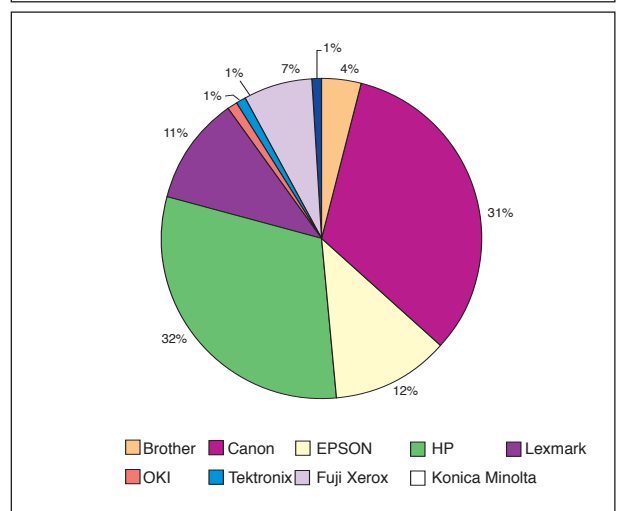
## Top 3 Brands

- 1) HP                                      2) Canon                                      3) EPSON

The color laser printer category saw HP, Canon and EPSON racing to the finish line. Our pollsters said they crossed the line this way: HP (32%), Canon (31%) and EPSON (12%). This means HP is tops again by securing both laser printer category awards while Canon has to be satisfied with second place for both laser printer categories. EPSON switches places with Lexmark for third.



Color Laser Printer	Frequency	Percentage (%)
Brother	131	4.15
Canon	990	31.40
EPSON	363	11.51
HP	1019	32.32
Lexmark	356	11.29
OKI	27	0.86
Tektronix	15	0.48
Fuji Xerox	209	6.63
Konica Minolta	43	1.36
<b>Total</b>	<b>3153</b>	<b>100</b>



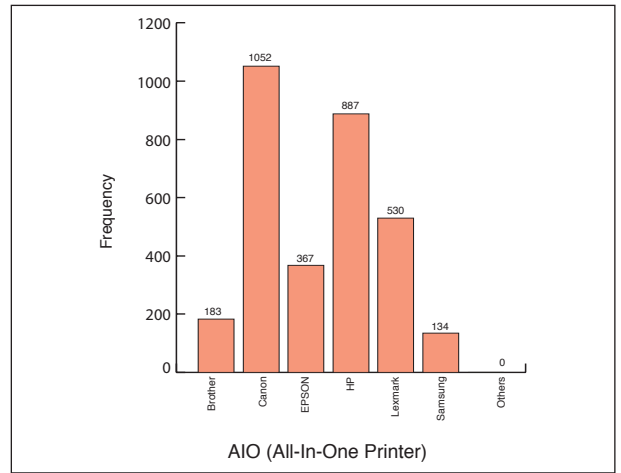


# AIO (All-In-One) Printer Category

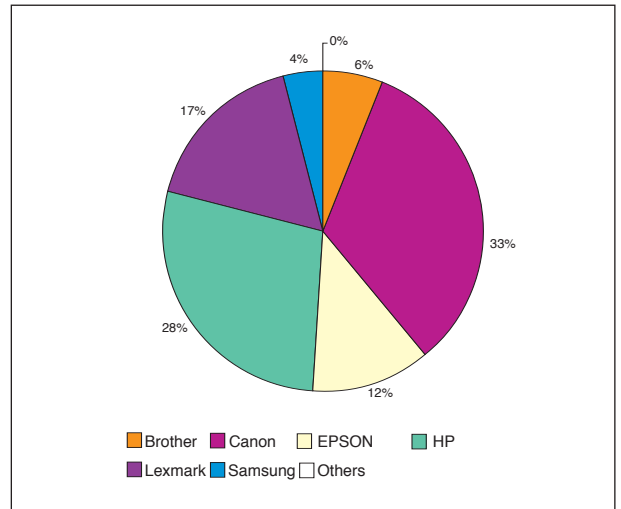
## Top 3 Brands

- 1) Canon                      2) HP                      3) Lexmark

AIOs are the rave currently in the printer segment. Many users are starting to opt for these space-saving models that boast multi-function capability, compact size and affordability - all in one easy to use package. Our brand survey revealed that when our respondents think of AIO printers, they think of Canon (33%), HP (28%) and Lexmark (17%)!



AIO (All-In-One Printer)	Frequency	Percentage (%)
Brother	183	5.80
Canon	1052	33.37
EPSON	367	11.64
HP	887	28.13
Lexmark	530	16.81
Samsung	134	4.25
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>

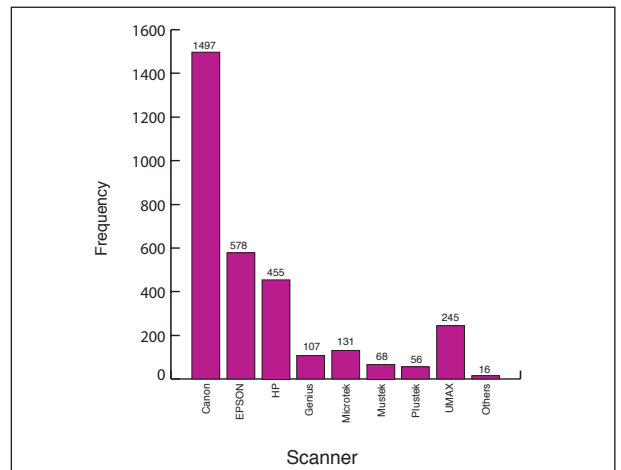


# Scanner Category

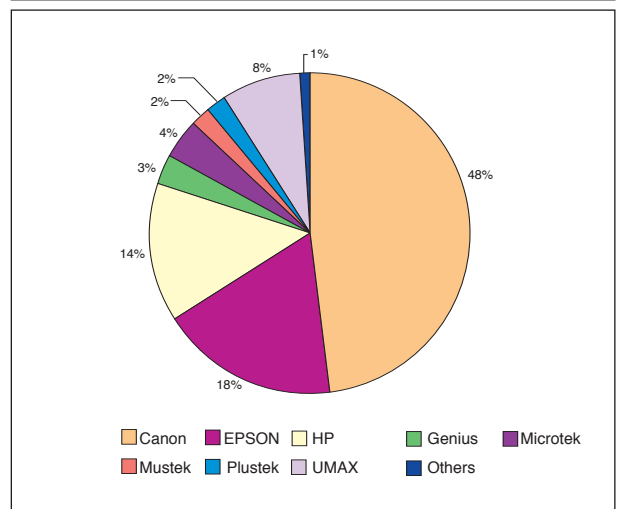
## Top 3 Brands

- 1) Canon                      2) EPSON                      3) HP

When it comes to scanners, Canon is the first brand that comes to mind for 48% of our respondents. Known for their slim, multi-featured and value models, Canon still holds court when it comes to most popular scanner brand. EPSON and HP; the two other notable brands for scanners in this year's survey finished second and third with 18% and 14% of the pie respectively.



Scanner	Frequency	Percentage (%)
Canon	1497	47.48
EPSON	578	18.33
HP	455	14.43
Genius	107	3.39
Microtek	131	4.15
Mustek	68	2.16
Plustek	56	1.78
UMAX	245	7.77
Others	16	0.51
<b>Total</b>	<b>3153</b>	<b>100</b>



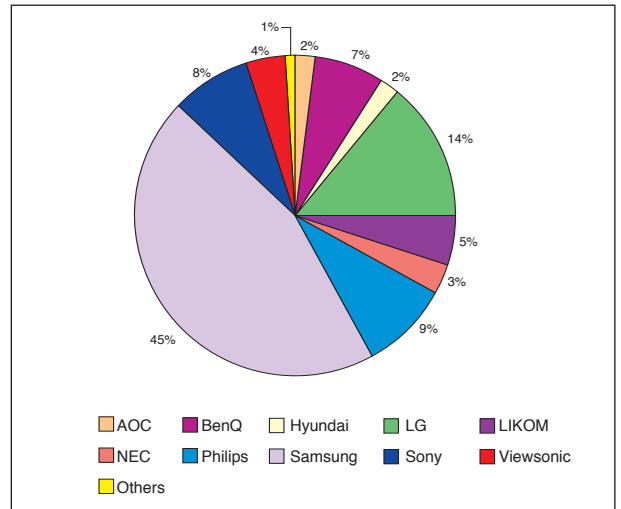
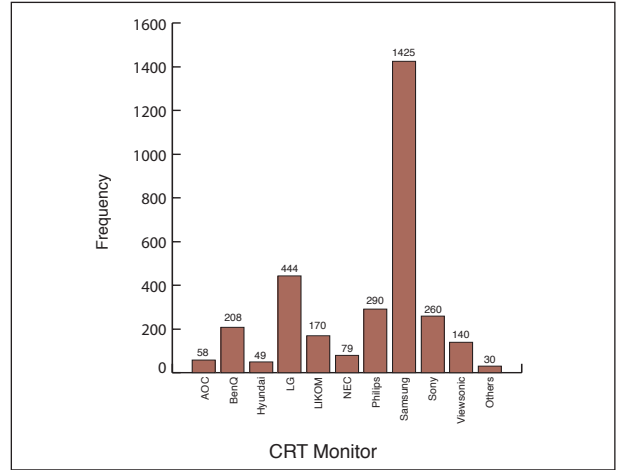
# CRT Monitor Category

## Top 3 Brands

- 1) Samsung                      2) LG                      3) Philips

CRT monitors may not be as popular as they have been in the past but consumers are still buying them for their great value, color and viewing real estate. Just as in 2004, Samsung is still the No.1 brand when it comes to CRT monitors. Our respondents picked the Korean giant ahead of rivals LG and Philips in our survey. Samsung collected 45% of the vote with LG and Philips securing 14% and 9% each. Popular brands, Sony and BenQ pulled in fourth and fifth.

CRT Monitor	Frequency	Percentage (%)
AOC	58	1.84
BenQ	208	6.60
Hyundai	49	1.55
LG	444	14.08
LIKOM	170	5.39
NEC	79	2.51
Philips	290	9.20
Samsung	1425	45.20
Sony	260	8.25
Viewsonic	140	4.44
Others	30	0.95
<b>Total</b>	<b>3153</b>	<b>100</b>



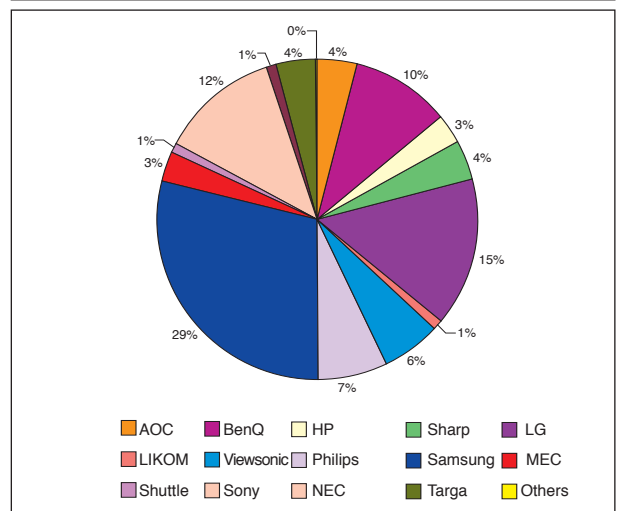
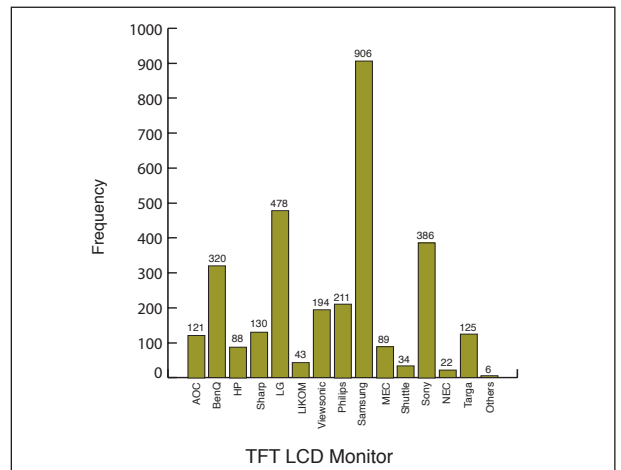
# TFT LCD Monitor Category

## Top 3 Brands

- 1) Samsung                      2) LG                      3) Sony

As CRTs wane a little in the popularity sweepstakes, LCDs on the other hand are easing into the driving seat. As in the CRT monitor category, Samsung once again dominates with a 29% share of the brand survey votes. Korean rival LG also collects a second spot win here with 15% of the vote but Sony moves into third place in this category with 12%. BenQ and Philips pick up fourth and fifth place honors with 10% and 7% of the votes respectively.

TFT LCD Monitor	Frequency	Percentage (%)
AOC	121	3.84
BenQ	320	10.15
HP	88	2.79
Sharp	130	4.12
LG	478	15.16
LIKOM	43	1.36
Viewsonic	194	6.15
Philips	211	6.69
Samsung	906	28.73
MEC	89	2.82
Shuttle	34	1.08
Sony	386	12.24
NEC	22	0.70
Targa	125	3.96
Others	6	0.19
<b>Total</b>	<b>3153</b>	<b>100</b>



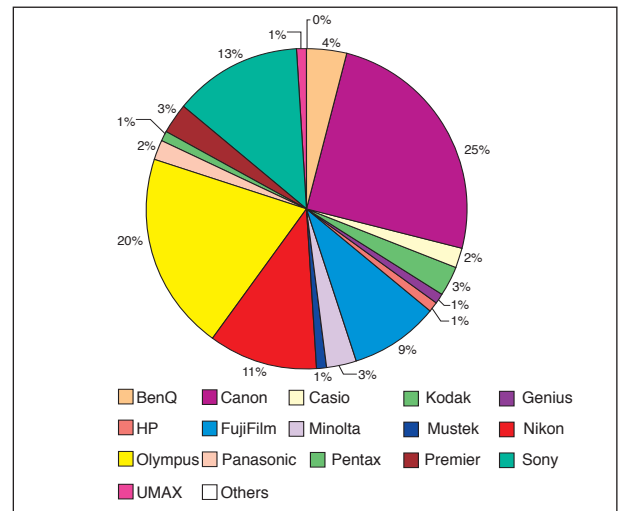
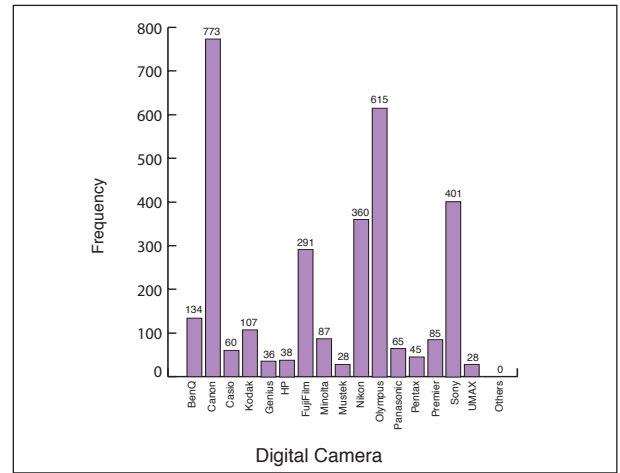
# Digital Camera Category

## Top 3 Brands

- 1) Canon                      2) Olympus                      3) Sony

Digital cameras are by far one of the most popular tech gadgets currently with most consumers opting for the latest slim and trendy models with fast zooms and higher mega pixels. Famed for their stylish models with value pricing, Canon still is numero uno in the minds of our respondents when it comes to digital cameras with 25% of the vote. In second place is imaging specialists Olympus who collected 20% of the total number of votes and is fast becoming a force to be reckoned with. Sony came in third with 13% of the vote.

Digital Camera	Frequency	Percentage (%)
BenQ	134	4.25
Canon	773	24.52
Casio	60	1.90
Kodak	107	3.39
Genius	36	1.14
HP	38	1.21
FujiFilm	291	9.23
Minolta	87	2.76
Mustek	28	0.89
Nikon	360	11.42
Olympus	615	19.51
Panasonic	65	2.06
Pentax	45	1.43
Premier	85	2.70
Sony	401	12.72
Umax	28	0.89
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>



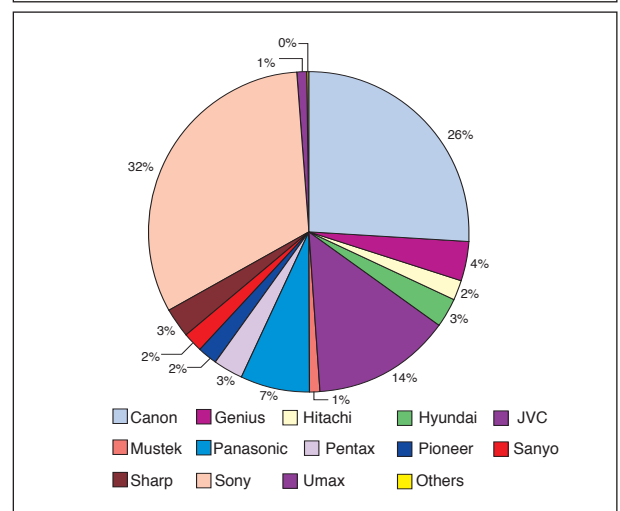
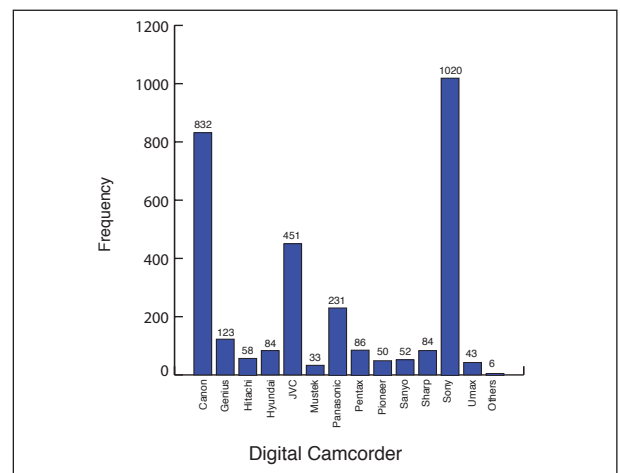
# Digital Camcorder Category

## Top 3 Brands

- 1) Sony                      2) Canon                      3) JVC

As more and more Malaysians opt to capture treasured moments on video, digital camcorders are fast becoming as popular as digital still cameras. In this category, the brand that comes first to mind among our respondents happens to be Sony. The Japanese giant dominated 32% of our survey poll. Second place went to Canon with 26% and third place went to JVC with 14% of the vote.

Digital Camcorder	Frequency	Percentage (%)
Canon	832	26.39
Genius	123	3.90
Hitachi	58	1.84
Hyundai	84	2.66
JVC	451	14.30
Mustek	33	1.05
Panasonic	231	7.33
Pentax	86	2.73
Pioneer	50	1.59
Sanyo	52	1.65
Sharp	84	2.66
Sony	1020	32.35
Umax	43	1.36
Others	6	0.19
<b>Total</b>	<b>3153</b>	<b>100</b>

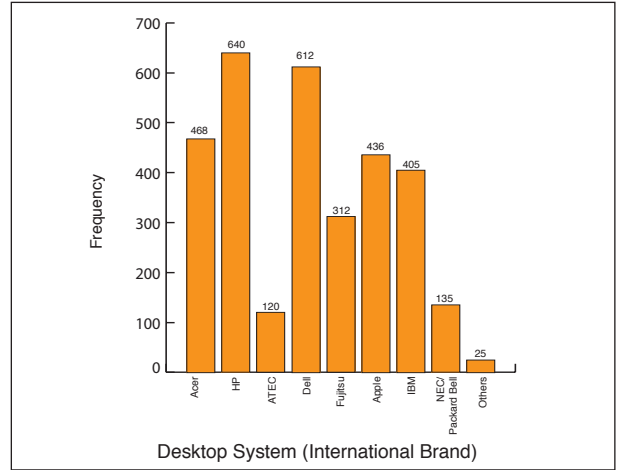


# Desktop System Category (International Brand)

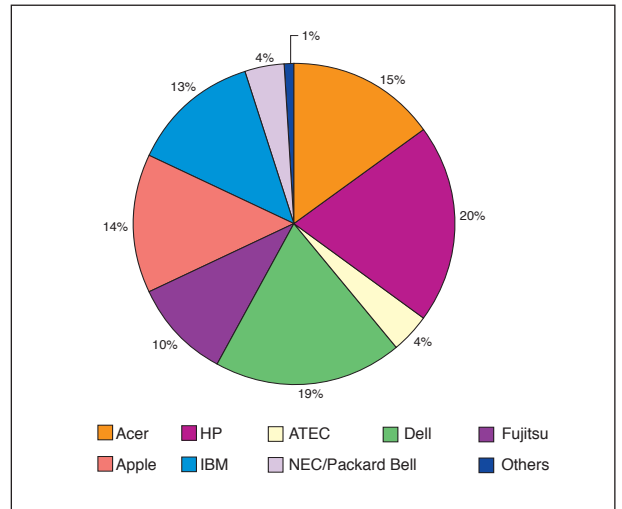
## Top 3 Brands

- 1) HP                      2) Dell                      3) Acer

As desktop systems continue to find their way into more and more Malaysian homes, many of our respondents believe that HP is the brand they would think of first when deciding to buy one. This was reflected by 20% of the entire sample in our survey. Dell was a close second with 19% of the vote and Taiwanese maker Acer was third with 15%.



Desktop System (International Brand)	Frequency	Percentage (%)
Acer	468	14.84
HP	640	20.30
ATEC	120	3.81
Dell	612	19.41
Fujitsu	312	9.90
Apple	436	13.83
IBM	405	12.84
NEC/Packard Bell	135	4.28
Others	25	0.79
<b>Total</b>	<b>3153</b>	<b>100</b>

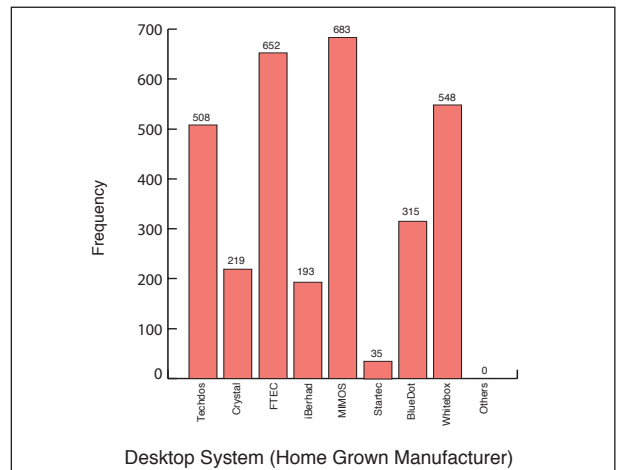


# Desktop System Category (Home Grown Manufacturer)

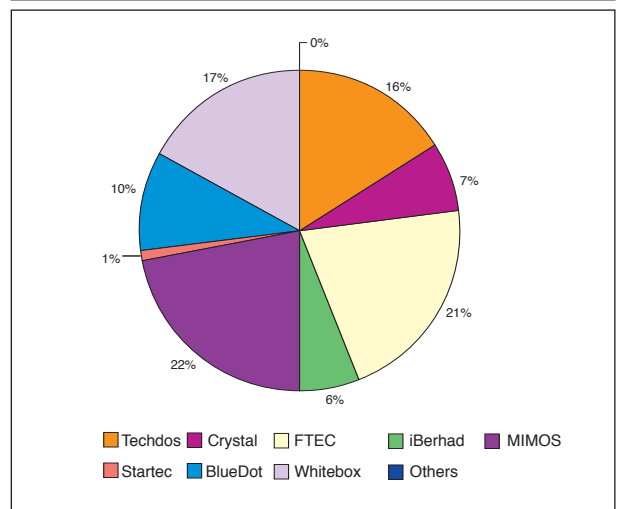
## Top 3 Brands

- 1) MIMOS                      2) FTEC                      3) Whitebox

On the local front, once again MIMOS picked-up top honors with 22% of our respondents selecting the popular home grown manufacturer as their brand of choice. FTEC was a very close second with 21% of the vote. Third place was a fight to the finish line between Whitebox and Techdos with the former coming in third with 17% as opposed to the latter's 16%.



Desktop System (Home Grown Manufacturer)	Frequency	Percentage (%)
Techdos	508	16.11
Crystal	219	6.95
FTEC	652	20.68
iBerhad	193	6.12
MIMOS	683	21.66
Startec	35	1.11
BlueDot	315	9.99
Whitebox	548	17.38
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>



# Notebook Category

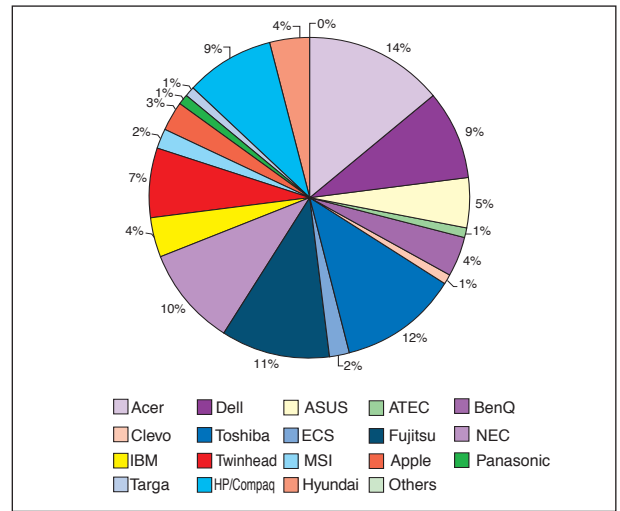
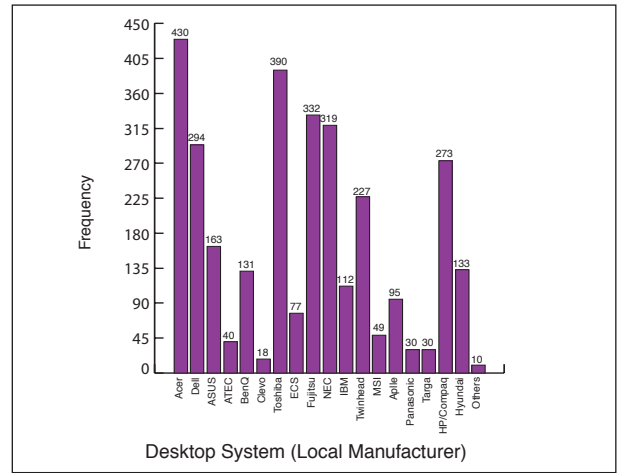
## (International Brand)

### Top 3 Brands

- 1) Acer 2) Toshiba 3) Fujitsu

Notebooks are fast gaining in popularity as more and more experienced users are upgrading from PCs to desktop replacements. Centrino-based models are also popular among business users wanting computing power and easier Internet access on the go. In a highly competitive category that featured no less than 18 brands, the following ones were tops in the minds of our respondents: Acer (14%), Toshiba (12%) and Fujitsu (11%).

Notebook (International Brand)	Frequency	Percentage (%)
Acer	430	13.64
Dell	294	9.32
ASUS	163	5.17
ATEC	40	1.27
BenQ	131	4.15
Clevo	18	0.57
Toshiba	390	12.37
ECS	77	2.44
Fujitsu	332	10.53
NEC	319	10.12
IBM	112	3.55
Twinhead	227	7.20
MSI	49	1.55
Apple	95	3.01
Panasonic	30	0.95
Targa	30	0.95
HP/Compaq	273	8.66
Hyundai	133	4.22
Others	10	0.32
<b>Total</b>	<b>3153</b>	<b>100</b>



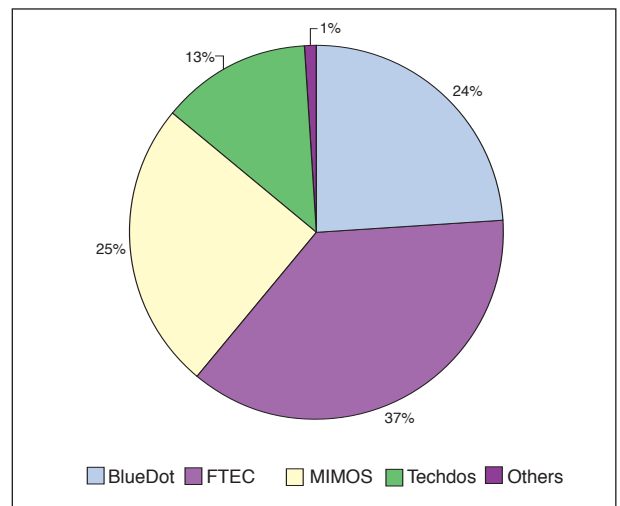
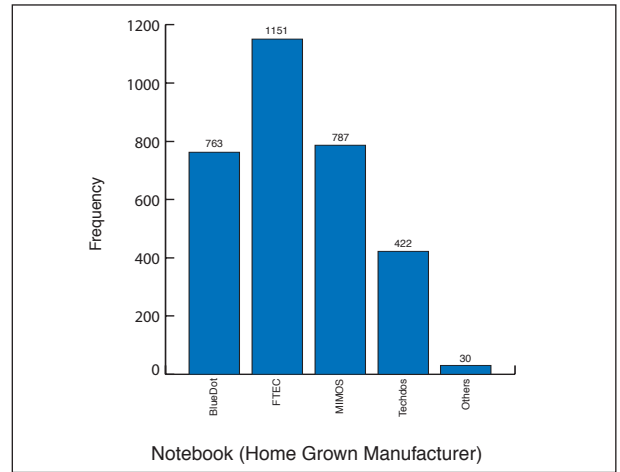
# Notebook Category

## (Home Grown Manufacturer)

### Top 3 Brands

- 1) FTEC 2) Techdos 3) BlueDot

Home grown manufacturers offer great notebooks featuring the latest processors, technologies and features with competitive price tags and some very nice designs to boot. Among the brands that our respondents polled for, FTEC came out tops with 37% of the votes followed by Techdos (25%) and BlueDot (24%).



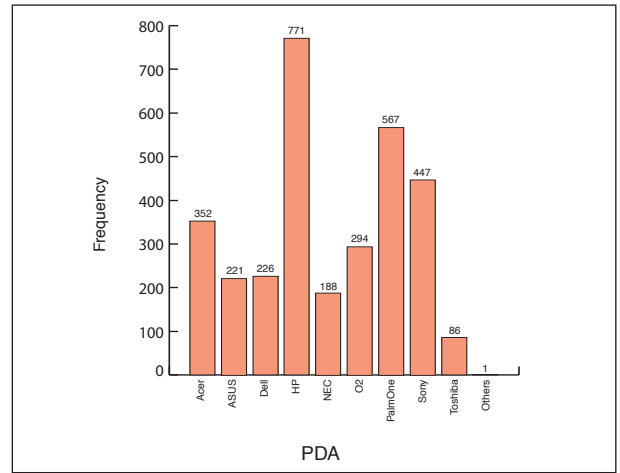
(Home Grown Manufacturer)	Frequency	Percentage (%)
BlueDot	763	24.20
FTEC	1151	36.50
Techdos	787	24.96
MIMOS	422	13.38
Others	30	0.98
<b>Total</b>	<b>3153</b>	<b>100</b>

# PDA Category

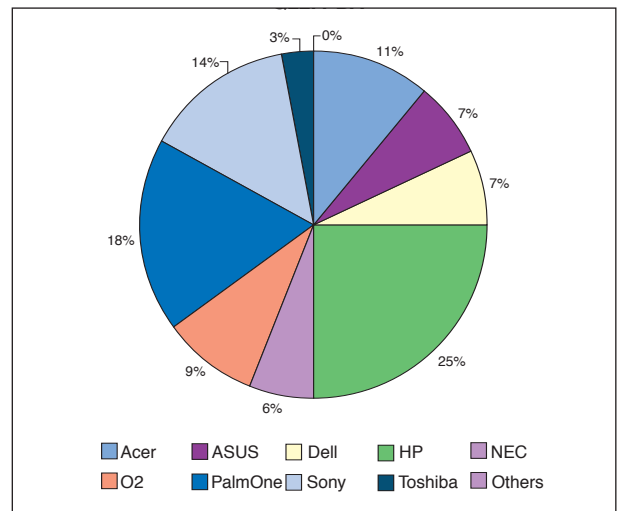
## Top 3 Brands

- 1) HP 2) PalmOne 3) Sony

As PDAs evolve into smarter and faster devices, one constant remains – HP still ranks as the No.1 PDA brand in the minds of our respondents. With 25% of the total sample opting for the US giant, PalmOne came in second with 18% and Sony came in third with 14% of the vote. O2 and Acer were fourth and fifth respectively.



PDA	Frequency	Percentage (%)
Acer	352	11.16
ASUS	221	7.01
Dell	226	7.17
HP	771	24.45
NEC	188	5.96
O2	294	9.32
PalmOne	567	17.98
Sony	447	14.18
Toshiba	86	2.73
Others	1	0.03
<b>Total</b>	<b>3153</b>	<b>100</b>

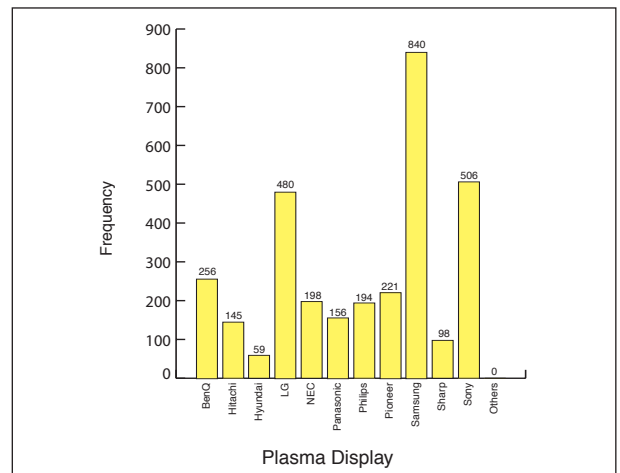


# Plasma Display Category

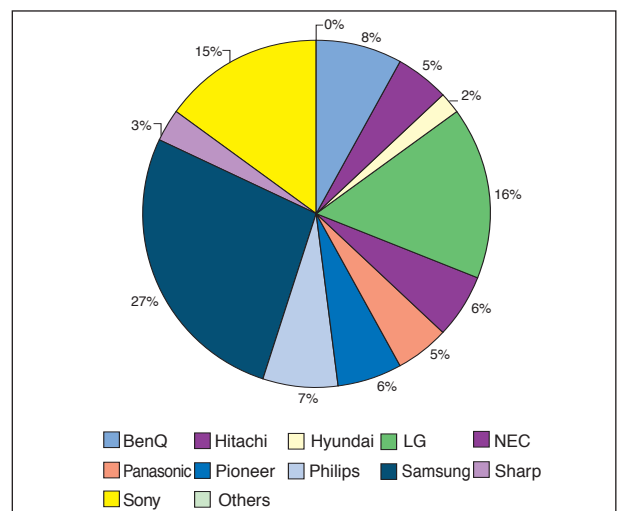
## Top 3 Brands

- 1) Samsung 2) Sony 3) LG

While big screen Plasma displays are still not within the reach of most consumers in Malaysia, at least the majority of them know which brand they would buy if they could afford one. Our survey revealed that Samsung was the brand of choice with the Korean maker securing 27% of the poll. Japanese giants Sony were second in the poll with 16% while third place went to LG (16%).



Plasma Display	Frequency	Percentage (%)
BenQ	256	8.12
Hitachi	145	4.60
Hyundai	59	1.87
LG	480	15.22
NEC	198	6.28
Panasonic	156	4.95
Pioneer	194	6.15
Philips	221	7.01
Samsung	840	26.64
Sharp	98	3.11
Sony	506	16.05
Others	0	0.00
<b>Total</b>	<b>3153</b>	<b>100</b>



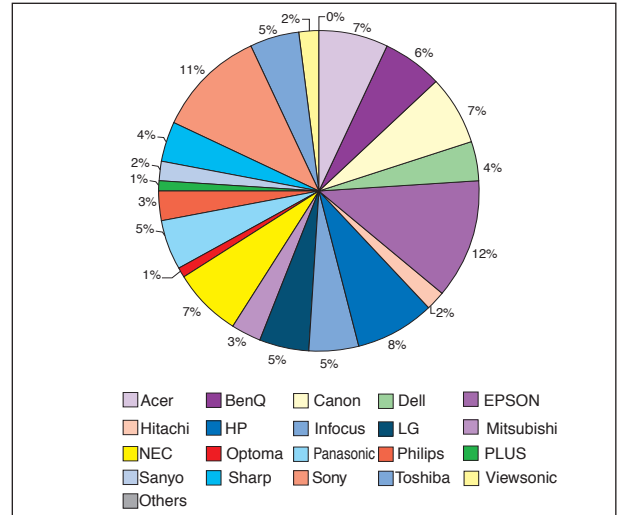
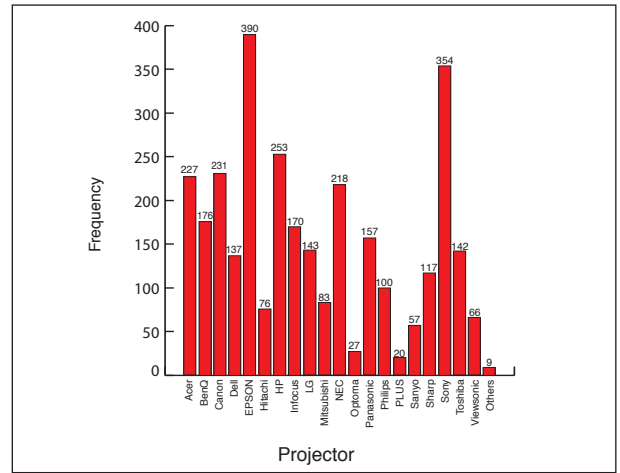
# Projector Category

## Top 3 Brands

- 1) EPSON 2) Sony 3) HP

The projector segment is another category that has seen an increase in the number of brands currently available on our shores. With more affordable models, compact sizes and the latest projection tech, projectors are slowly moving from the boardroom to the living room. In this year's survey, we found that if our respondents were going to buy a projector, chances are they would look at an EPSON model (12%) followed by Sony (11%) and HP (8%).

Projector	Frequency	Percentage (%)
Acer	227	7.20
BenQ	176	5.58
Canon	231	7.33
Dell	137	4.35
EPSON	390	12.37
Hitachi	76	2.41
HP	253	8.02
Infocus	170	5.39
LG	143	4.54
Mitsubishi	83	2.63
NEC	218	6.91
Optoma	27	0.86
Panasonic	157	4.98
Philips	100	3.17
PLUS	20	0.63
Sanyo	57	1.81
Sharp	117	3.71
Sony	354	11.23
Toshiba	142	4.50
ViewSonic	66	2.09
Others	9	0.29
<b>Total</b>	<b>3153</b>	<b>100</b>



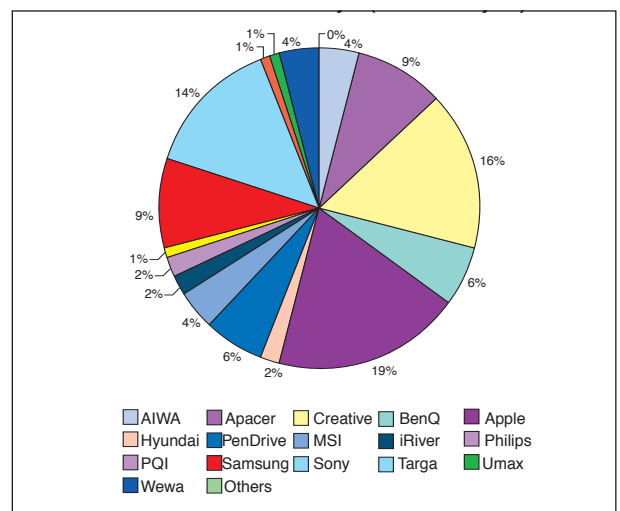
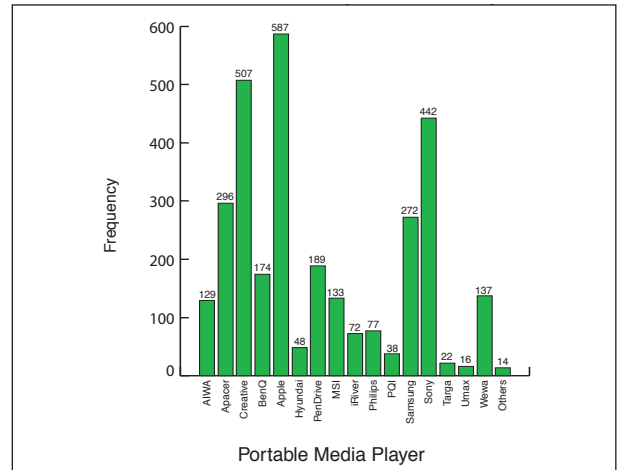
# Portable Media Player Category (i.e. MP3 Players)

## Top 3 Brands

- 1) Apple 2) Creative 3) Sony

Another segment that has seen an increase in new brands is the portable media player category, i.e. MP3 player. While our survey looked at 16 of the most popular, we are quick to acknowledge that there are many other brands out there too that did not make our final list. Still, our respondents figure that Apple is the big winner in this fast-crowding category. The iPod maker chalked-up 19% of the entire vote with popular brand, Creative coming in second with 16% and Sony picking-up third spot with 14%.

Portable Media Player	Frequency	Percentage (%)
AIWA	129	4.09
Apacer	296	9.39
Creative	507	16.08
BenQ	174	5.52
Apple	587	18.62
Hyundai	48	1.52
PenDrive	189	5.99
MSI	133	4.22
iRiver	72	2.28
Philips	77	2.44
PQI	38	1.21
Samsung	272	8.63
Sony	442	14.02
Targa	22	0.70
Umax	16	0.51
Wewa	137	4.35
Others	14	0.44
<b>Total</b>	<b>3153</b>	<b>100</b>



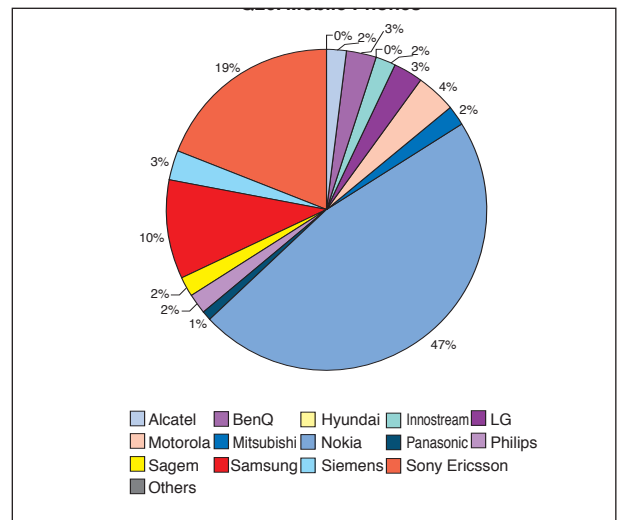
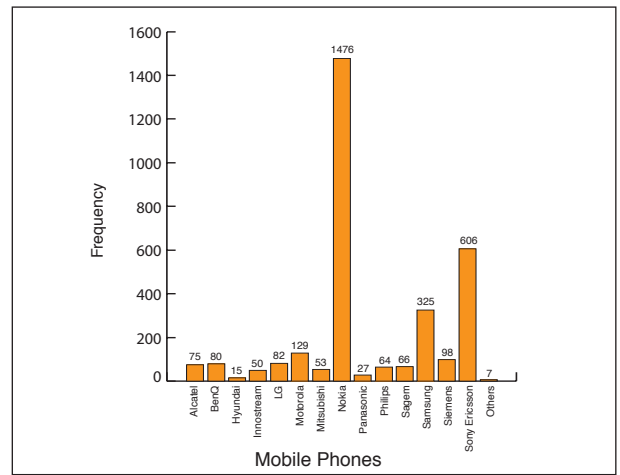
# Mobile Phones Category

## Top 3 Brands

- 1) Nokia 2) Sony Ericsson 3) Samsung

The mobile phone category once again sees popular brand Nokia pick-up top honors in this Brand Survey. The Finnish giant secured a whopping 47% of the votes in our sample with Sony Ericsson coming in a distant second with 19% of the poll. Korean powerhouse Samsung secured third place with 10% of the respondents voting for it.

Mobile Phones	Frequency	Percentage (%)
Alcatel	75	2.38
BenQ	80	2.54
Hyundai	15	0.48
InnoStream	50	1.59
LG	82	2.60
Motorola	129	4.09
Mutsubishi	53	1.68
Nokia	1476	46.81
Panasonic	27	0.86
Philips	64	2.03
Sagem	66	2.09
Samsung	325	10.31
Siemens	98	3.11
Sony Ericsson	606	19.22
Others	7	0.22
<b>Total</b>	<b>3153</b>	<b>100</b>



# Portable Storage Category

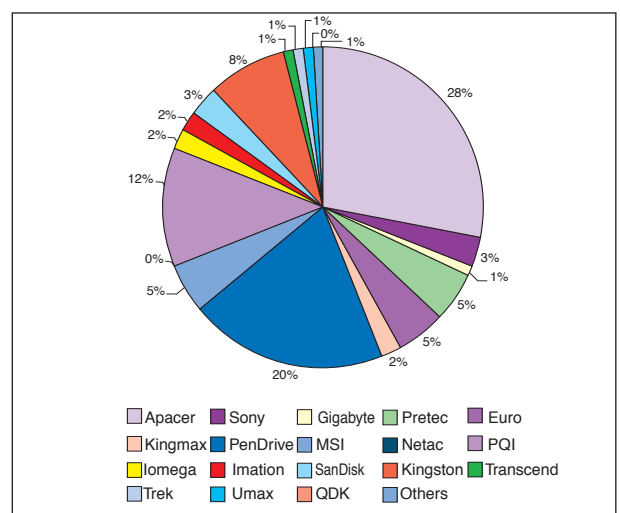
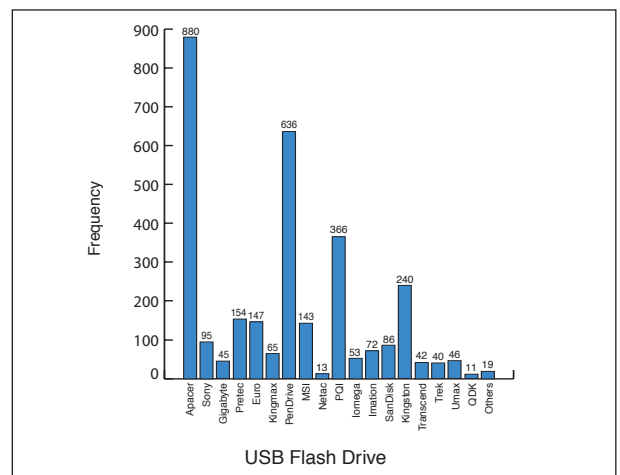
## USB Flash Drive

### Top 3 Brands

- 1) Apacer 2) PenDrive 3) Pqi

Here's another category with a large number of brands on view. With 18 brands to choose from, you'd think that our respondents would have a tough time making-up their minds. Interestingly, our findings revealed that our respondents know their USB Flash Drive brands well enough to say: Apacer is No.1 (28%), PenDrive is No.2 (20%) and Pqi is No.3 (12%).

USB Flash Drive	Frequency	Percentage (%)
Apacer	880	27.91
Sony	95	3.01
Gigabyte	45	1.43
Pretec	154	4.88
Euro	147	4.66
Kingmax	65	2.06
PenDrive	636	20.17
MSI	143	4.54
Netac	13	0.41
Pqi	366	11.61
lomega	53	1.68
Imation	72	2.28
SanDisk	86	2.73
Kingston	240	7.61
Transcend	42	1.33
Trek	40	1.27
Umax	46	1.46
QDK	11	0.35
Others	19	0.60
<b>Total</b>	<b>3153</b>	<b>100</b>





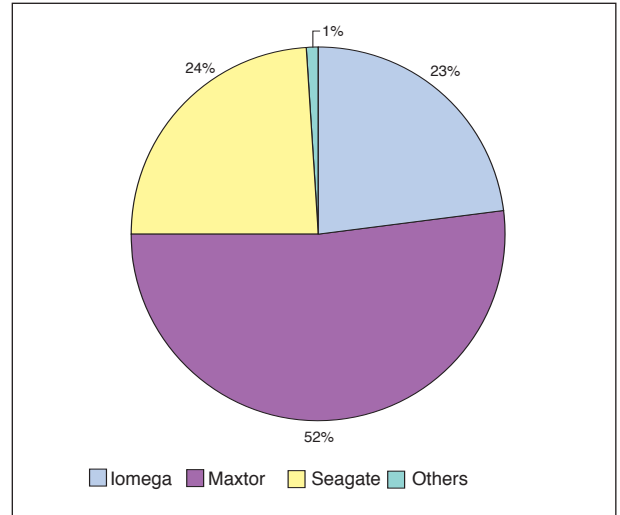
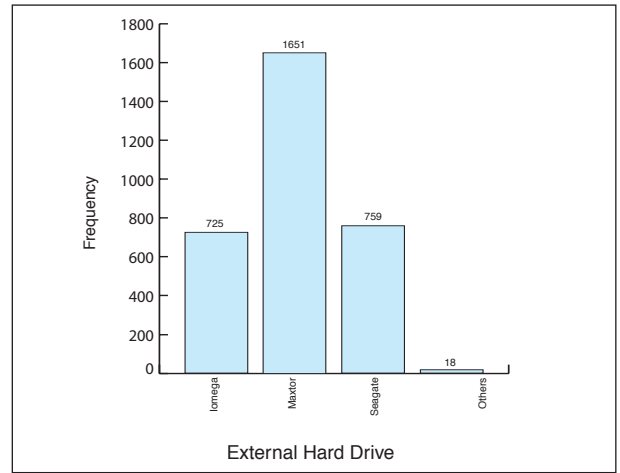
# Portable Storage Category

## External Hard Drive

### Top 3 Brands

- 1) Maxtor 2) Seagate 3) Iomega

The External Hard Drive category has just three brands slugging it out for top honors in our survey. Perennial favorites Maxtor walk away with first spot, polling 52% of all the votes cast. Seagate comes in second with 24% just ahead of Iomega in third with 23%.



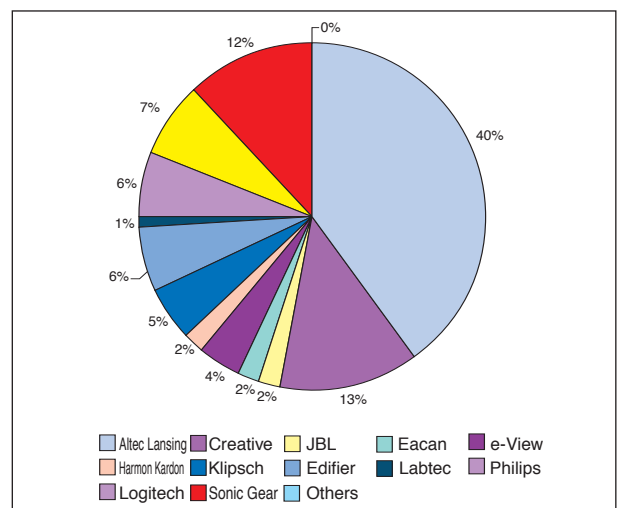
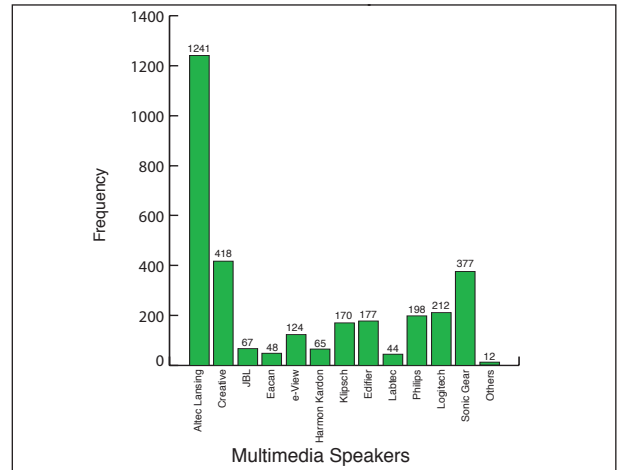
External Hard Drive	Frequency	Percentage (%)
Iomega	725	22.99
Maxtor	1651	52.36
Seagate	759	24.07
Others	18	0.57
<b>Total</b>	<b>3153</b>	<b>100</b>

# Multimedia Speakers Category

### Top 3 Brands

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

For the second year in a row, Altec Lansing is still our respondents' favorite multimedia speaker brand. The No. 1 brand in our survey clocked-up the lion's share of the votes with 40% of the entire sample. Its traditional rival, Creative came in second with 13% of the respondents picking the Singapore-based brand. The surprise of the survey was Sonic Gear who came in third (12%), brushing aside brands like Philips and Logitech.



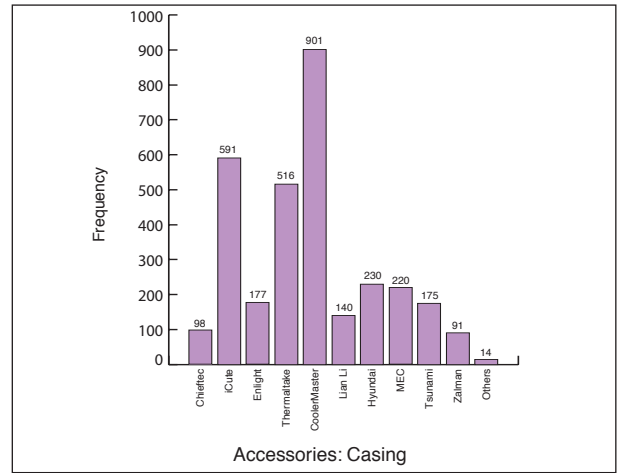
Multimedia Speakers	Frequency	Percentage (%)
Altec Lansing	1241	39.36
Creative	418	13.26
JBL	67	2.12
Eacan	48	1.52
e-View	124	3.93
Harmon Kardon	65	2.06
Klipsch	170	5.39
Edifier	177	5.61
Labtec	44	1.40
Philips	198	6.28
Logitech	212	6.72
Sonic Gear	377	11.96
Others	12	0.38
<b>Total</b>	<b>3153</b>	<b>100</b>

# Accessories: Casing Category

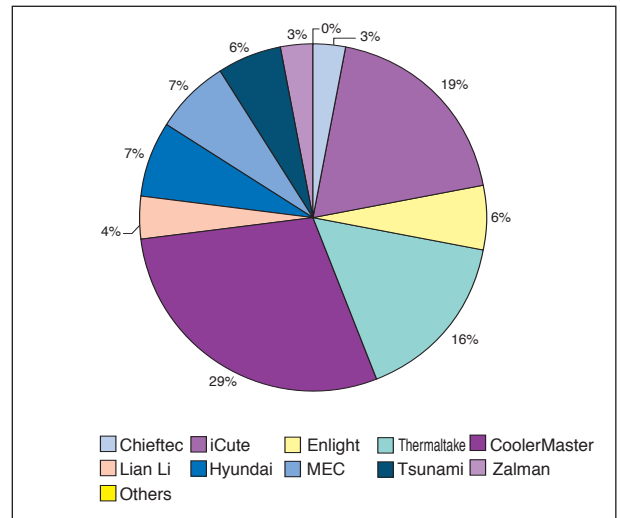
## Top 3 Brands

- 1) CoolerMaster 2) iCute 3) Thermaltake

In the accessories category, most of our respondents chose CoolerMaster as their preferred brand for casings. The popular Taiwanese brand received 29% of the votes polled in our survey, establishing it as our respondent's top choice. iCute came in second by securing 19% of the vote and another Taiwan-based favorite Thermaltake took third spot with 16%.



Casing	Frequency	Percentage (%)
Chieftec	98	3.11
iCute	591	18.74
Enlight	177	5.61
Thermaltake	516	16.37
CoolerMaster	901	28.58
Lian Li	140	4.44
Hyundai	230	7.29
MEC	220	6.98
Tsunami	175	5.55
Zalman	91	2.89
Others	14	0.44
<b>Total</b>	<b>3153</b>	<b>100</b>

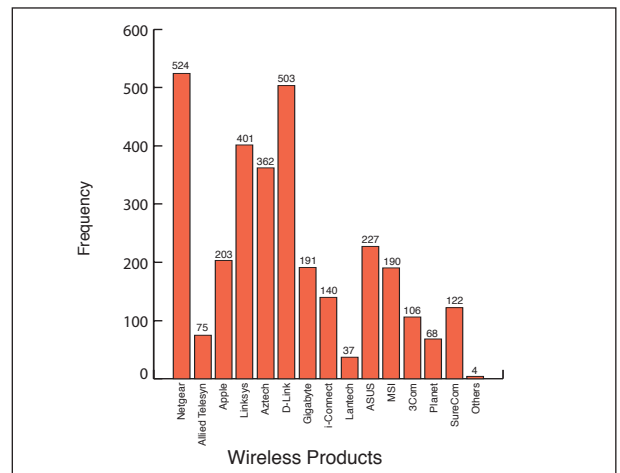


# Wireless Products Category

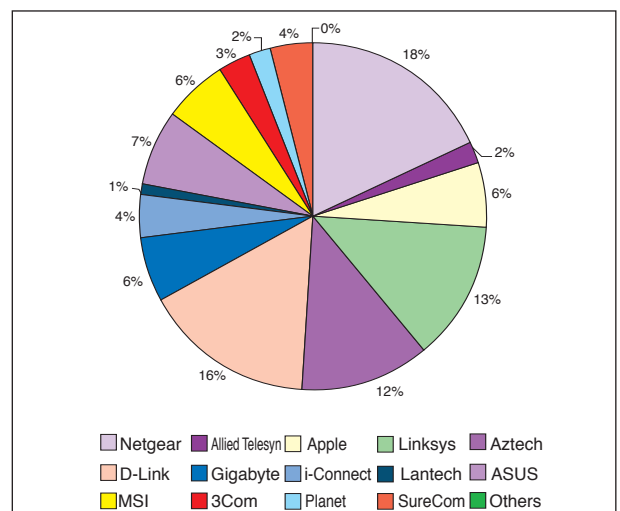
## Top 3 Brands

- 1) Netgear 2) D-Link 3) Linksys

With broadband facilities on the rise all over the country, the demand for wireless products has increased tremendously over the past 12 months. Consequently, we are seeing more and more wireless products players in the market. Our survey listed 14 brands but there are certainly more out there. Our respondents selected Netgear as the No.1 brand for wireless products in our survey. The popular brand recorded 18% of the total vote. Established players D-Link (16%) and Linksys (13%) came in second and third respectively.



Wireless Products	Frequency	Percentage (%)
Netgear	524	16.62
Allied Telesyn	75	2.38
Apple	203	6.44
Linksys	401	12.72
Aztech	362	11.48
D-Link	503	15.95
Gigabyte	191	6.06
i-Connnet	140	4.44
Lantech	37	1.17
ASUS	227	7.20
MSI	190	6.03
3Com	106	3.36
Planet	68	2.16
SureCom	122	3.87
Others	4	0.13
<b>Total</b>	<b>3153</b>	<b>100</b>

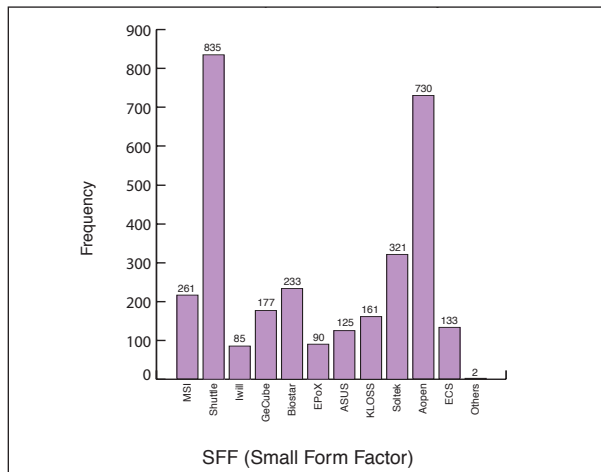


# SFF (Small Form Factor) Category

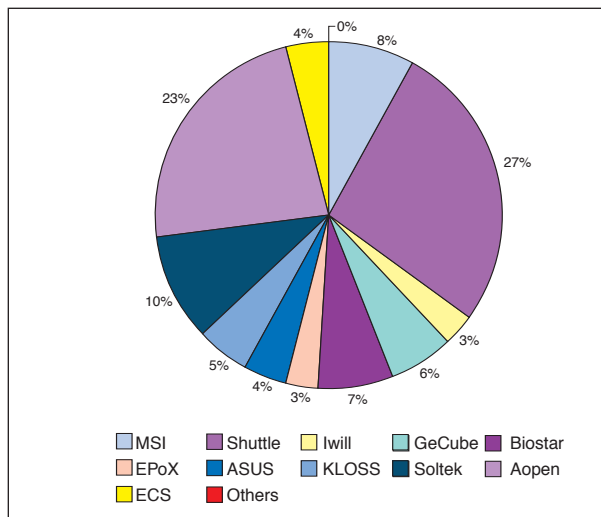
## Top 3 Brands

1) Shuttle 2) AOpen 3) Soltek

SFF systems are fast gaining popularity in Malaysia as more and more people are seeing the benefits of these compact yet powerful systems. Not only blessed with good looks, these systems feature the latest hardware as well. In our survey, the people who started it all, Shuttle were voted the No.1 brand in the SFF category with 27% of the votes cast. AOpen and Soltek took second and third placing with 23% and 10% respectively.



Small Form Factor	Frequency	Percentage (%)
MSI	261	8.28
Shuttle	835	26.48
Iwill	85	2.70
GeCube	177	5.61
Biostar	233	7.39
EPoX	90	2.85
ASUS	125	3.96
KLOSS	161	5.11
Soltek	321	10.18
Aopen	730	23.15
ECS	133	4.22
Others	2	0.06
<b>Total</b>	<b>3153</b>	<b>100</b>

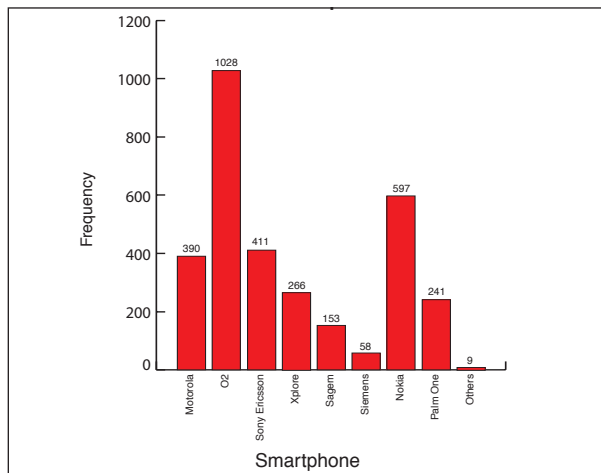


# Smartphone Category

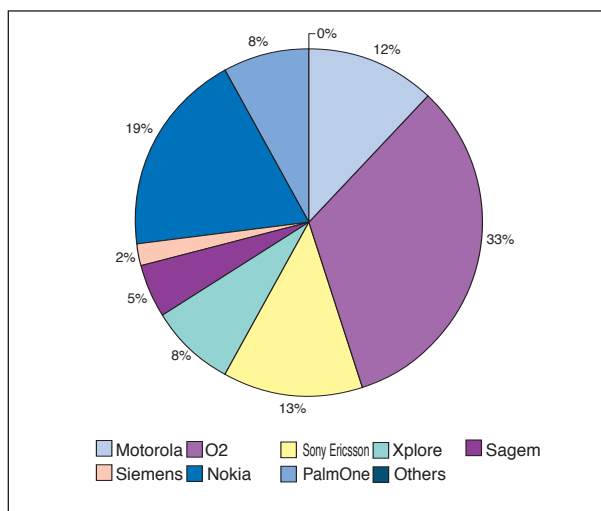
## Top 3 Brands

1) O2 2) Nokia 3) Sony Ericsson

One of the new categories in this year's survey, the smartphone is the latest mobile device that merges all the benefits of mobile phones and PDAs into one, cool device. Top of the pile is O2 with 33% of the poll. Mobile phone supremo, Nokia comes in second with 19% and Sony Ericsson picks up third spot with 13% of our sample nodding in its favor.



Smartphone	Frequency	Percentage (%)
Motorola	390	12.37
O2	1028	32.60
Sony Ericsson	411	13.04
Xplore	266	8.44
Sagem	153	4.85
Siemens	58	1.84
Nokia	597	18.93
PalmOne	241	7.64
Others	9	0.29
<b>Total</b>	<b>3153</b>	<b>100</b>



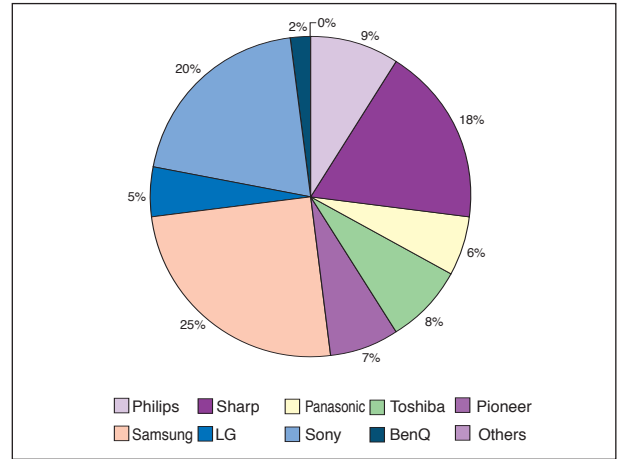
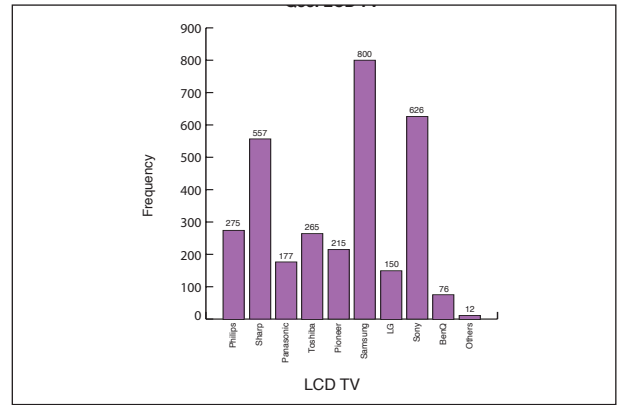
# LCD TV Category

## Top 3 Brands

- 1) Samsung 2) Sony 3) Sharp

LCD TV is another new category in our Brand Survey. Although prices for LCD TVs have dropped a bit since last year, these super displays are still priced outside the incomes of most Malaysians. In our survey, Korean display kings Samsung came out tops with 25% of the votes polled. Our respondents selected Sony (20%) and Sharp (18%) as the other two top brands as far as LCD TVs are concerned.

LCD TV	Frequency	Percentage (%)
Philips	275	8.72
Sharp	557	17.67
Panasonic	177	5.61
Toshiba	265	8.40
Pioneer	215	6.82
Samsung	800	25.37
LG	150	4.76
Sony	626	19.85
BenQ	76	2.41
Others	12	0.38
<b>Total</b>	<b>3153</b>	<b>100</b>



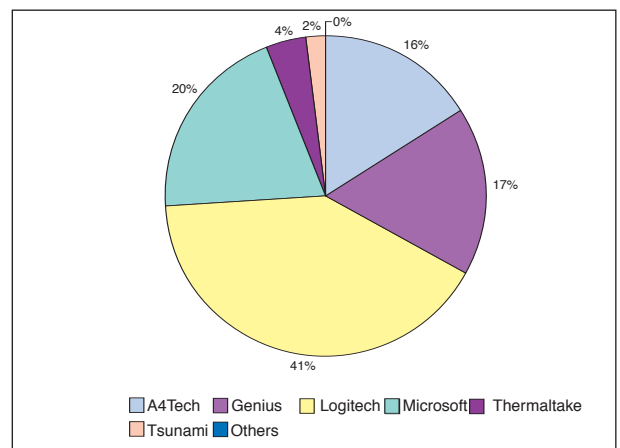
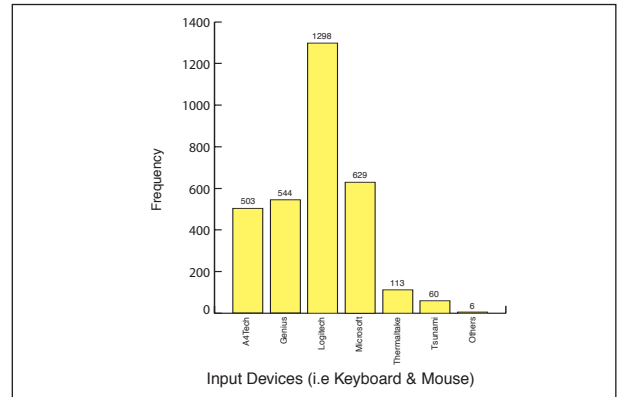
# Input Devices Category (i.e Keyboard & Mouse)

## Top 3 Brands

- 1) Logitech 2) Microsoft 3) Genius

Input devices have really evolved in the past 12 months. Apart from shedding their wires and going optical, the latest keyboards and mice offer Bluetooth connectivity and a host of other functions and capabilities. With laser technology the latest buzz, our respondents chose Logitech as input devices champ in our survey with 41% of the vote. Software giants Microsoft came in second with 20% of the poll and Taiwan-based Genius took third spot with 17%.

Input Devices	Frequency	Percentage (%)
A4Tech	503	15.95
Genius	544	17.25
Logitech	1298	41.17
Microsoft	629	19.95
Thermaltake	113	3.58
Tsunami	60	1.90
Others	6	0.19
<b>Total</b>	<b>3153</b>	<b>100</b>



## Conclusion

'There you have it, the HWM & Plaza Low Yat Brand Survey 2004 results! Our survey revealed a few surprises as well as a few results that were quite predictable. On the one hand, brands like Canon, Samsung HP and Nokia held on to the crowns they won last year and have gone on to further consolidate their positions in their respective product categories while some newer brands have taken the survey by storm.

As a whole, this year's Brand Survey offers invaluable insight into general brand perception and consumer product association trends. The introduction of new categories will also give their respective segments feedback on branding success and prospective target groups.

Finally, HWM & Plaza Low Yat would like to take this opportunity to congratulate all our Top Brands in 2004. Well Done!



