

## Google Buys Nest

Written by Marco Attard  
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It appears Google is serious about home automation after all-- or at least serious enough to cough up \$3.2 billion in cash for [Nest Labs](#), the home hardware maker founded by iPod creators Tony Fadell and Matt Rogers.



The company is known for the smart thermostat sharing its name and the Protect smoke detector. As a Google press release on the acquisition puts it, the two devices "reinvent unloved but important devices" through improved sensors, internet connectivity and clever algorithms. In other words, Google's bread and butter.

"We're thrilled to join Google," Nest CEO Tony Fadell says. "With their support, Nest will be even better placed to build simple, thoughtful devices that make life easier at home, and that have a positive impact on the world." Fadell and Rogers will remain Nest leaders, and the company will retain its brand identity following completion of the acquisition.

Not everyone is happy with the news, though-- as soon as the news emerged, commenters muttered Google having the means of knowing when and where one is in the house, not to mention Nest products getting Google Ads or Google+ integration. However in a Tech Crunch statement Fadell insists "[Nest] privacy policy clearly limits the use of customer information to providing and improving Nest's products and services."

A further connection Fadell has with Google is his being an ex-Apple colleague of Android creator turned robot builder Andy Rubin. The two also worked together at [General Magic](#), the influential Apple spin-off behind the "personal intelligent communicator" PDA (and smartphone) granddaddy.

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Will Google successfully infiltrate the home via control of HVAC systems? We might learn more once the acquisition is closed in the next few months.

Go [Google to Acquire Nest](#)

Go [Nest Says Customer Data from Devices Will Only be Used for Nest Products and Services \(TechCrunch\)](#)