

Google Ends Works With Nest

Written by Frederick Douglas
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Google drops something of a bombshell at the 2019 I/O conference-- the search giant is phasing out the Works With Nest smart home program in favour of a Works With Google Assistant framework.



According to Google, the move brings tighter privacy regulation, since it will only allow data sharing between a selection of hand-picked partners. However it really the result of a restructuring of Nest, since what was once an standalone entity (if one under the vast Alphabet umbrella) has been folded into the Google hardware division, something established by a rebrand to "Google Nest."

"Nest is a long-established brand," Google VP Rishi Chandra tells Variety. "We want Google Nest to represent the helpful home."

However, as mentioned earlier the rebranding and corporate restructuring have brought a wrinkle or three in the smart home sphere-- the many integrations with 3rd party devices brought about by Works With Nest are no more. The change will "break" IFTTT (If This Then That), the popular web service allowing for custom integrations. Google says it will replace at least some IFTTT functionality with Google Assistant routines, but of course those will not cover all devices or functionality.

Works With Nest ends on 31 August 2019, and primarily affects the Nest Thermostat, Protect and Cam. Google says customers will be able to keep Nest accounts even once the service is over, but it strongly suggests they move to Google accounts, for perhaps obvious reasons.

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