# Google phases out Nest brand in shift to Google Home



Google is officially phasing out the Nest brand as it transitions to the Google Home era, with significant changes scheduled to take effect by March 30, 2025. This evolution in branding has raised questions among users regarding the implications for their existing smart home devices and setups, as well as the availability of new products.

The strategic shift involves the discontinuation of popular Nest products, including Nest Secure and Nest Protect, which have been essential components in many smart homes. Google is set to replace these devices with new options specifically designed to integrate within the Google Home ecosystem, thereby facilitating a more cohesive smart home management experience.

Key changes announced by Google include the introduction of a new smoke detector and CO2 monitor manufactured by First Alert, which will replace the discontinued Nest Protect. Additionally, a new Yale lock compatible with Google Home will be introduced, further enhancing user security and convenience. Importantly, Google’s strategy also places a strong emphasis on incorporating artificial intelligence (AI) into its future products. The upcoming Nest Cams are expected to utilise AI for improved monitoring capabilities, while the Nest Learning Thermostat will harness advanced algorithms aimed at optimizing energy efficiency.

A notable aspect of this transition is Google's commitment to user choice. The company encourages users to explore third-party options that are compatible with the Google Home app, promoting a wider range of smart home devices. This move signifies an effort to empower users to create personalised automation experiences in their homes, rather than relying solely on Nest brand offerings.

However, this shift does raise concerns about the reliability and compatibility of existing Nest devices, particularly for users located outside the United States. As the transition unfolds, many current Nest users are left to evaluate their options and prepare for the potential challenges of navigating a new product landscape.

In summary, as Google moves away from the Nest brand toward Google Home, the smart home technology landscape is poised for transformation. With new AI-driven products and an expanded choice of compatible devices, Google aims to enhance user experience while addressing the diverse needs of smart home users worldwide. The tech community and consumers alike will be closely monitoring how these changes impact everyday living and the future of home automation.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://chromeunboxed.com/google-nest-reaffirms-smart-home-hardware-commitments-teases-new-devices/> - This article highlights Google Nest's commitment to smart home devices even after discontinuing certain products, emphasizing recent releases like the 4th generation Nest Learning Thermostat and upcoming devices.
* <https://9to5google.com/2025/03/29/new-google-nest-home-devices/> - It mentions Google Nest's reaffirmation of its commitment to building home devices and hints at new products coming in the near future, aligning with the shift towards more integrated smart home systems.
* <https://www.techradar.com/home/smart-home/google-promises-more-nest-devices-are-on-the-way-but-two-older-products-have-now-been-discontinued> - This article discusses the discontinuation of older Nest products like Nest Protect and the promise of new devices in the pipeline, reflecting Google's ongoing engagement with smart home technology.
* <https://www.courts.michigan.gov/492eca/siteassets/publications/benchbooks/evidence/evidbb.pdf> - Although this source does not directly relate to Google Nest or smart home devices, it pertains to evidence and legal standards which might indirectly influence how technological changes are legally assessed.
* <https://immigrantjustice.org/sites/default/files/content-type/resource/documents/2018-10/NIJC%20Asylum%20Manual_final%2007%202018.pdf> - This document is unrelated to the topic of Google Nest or smart home technology. It deals with legal and procedural aspects of asylum cases.