



New Product Introduction

Mini 2nd generation

September, 2019

Google Home Mini has been a successful product

Home Mini is the most affordable way to bring the power of the Google Assistant into your home.

10s of millions of devices in homes to date.

Mini provides a **valuable user base** to upsell future Google products and services.

Home Mini is an **award winning design** and well-reviewed product.



Better sound thanks to Google Innovation

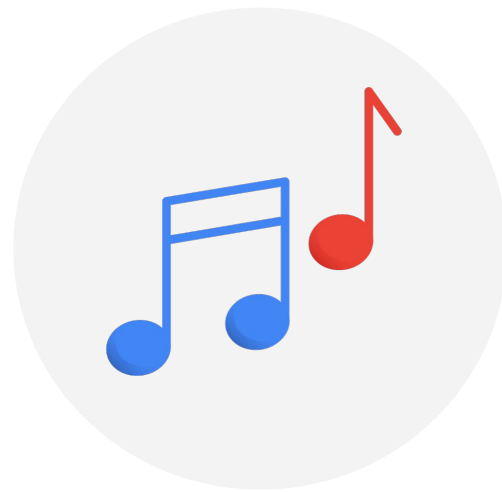
Play Music is one of the most frequent queries.

For this reason, the new Mini has been re-engineered to provide a **better sound** experience, without compromising on a **small and beautiful form factor**.



Key Features

Music



**Enjoy music
throughout your home.**

Better sound and easy access to
all of your favorite content,
through your own whole home
sound system.

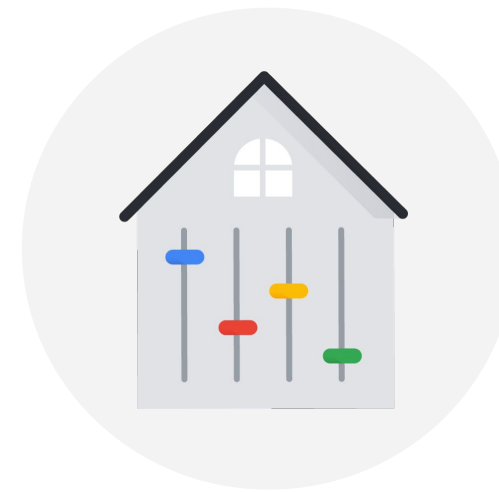
Assistant



**The Assistant that
keeps getting better.**

Get help for any moment.

Smart Home



**Voice control
everything.**

Voice control your smart
devices and TV.

Design

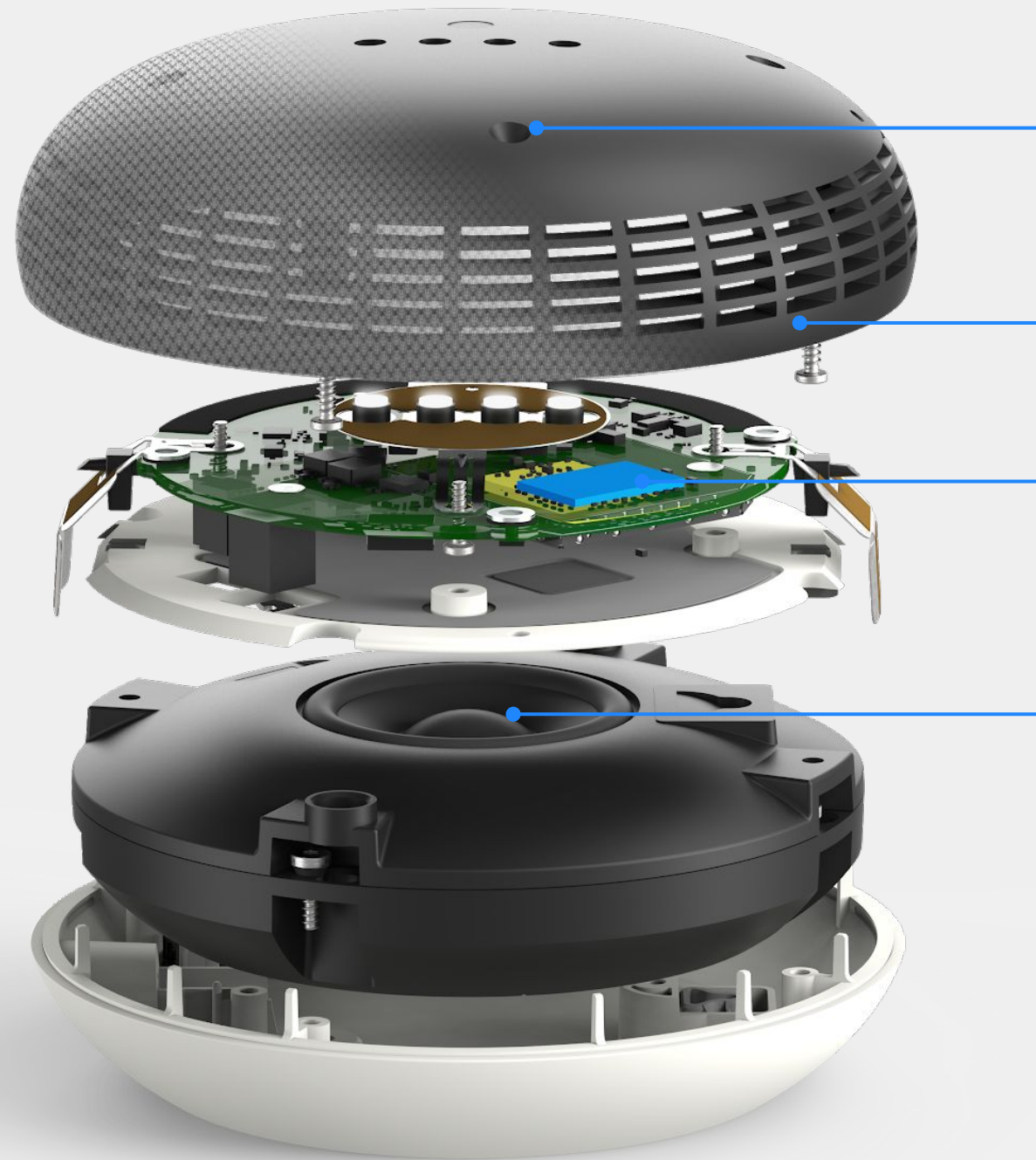


**Thoughtfully
designed for home.**

Eco-friendly design which
fits seamlessly into any room
you choose.

New Hardware Platform

Completely re-engineered from the ground up to deliver new advanced compute platform potential and improved sound.



3rd microphone for better hotword performance

PCR
More sustainable with ~43% recycled plastic content.

ML-chip to power a better Assistant

Improved amplifier for better audio performance

No space? No worries...

With the integrated wall mount, Nest mini answers the needs of real homes by maintaining a small footprint when on the counter and completely getting out of the way when wall mounted.

This is a clever feature that adds significant value for the consumer.





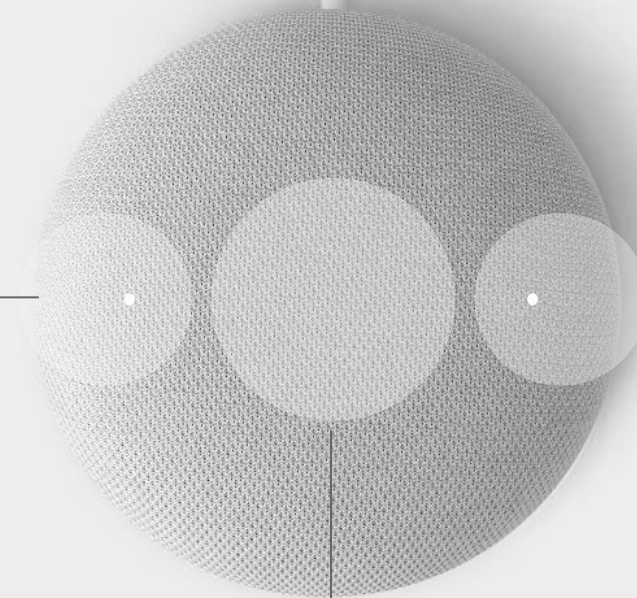
Thoughtful UI Updates

Discoverability improvements with backlit icons that magically illuminate upon approach.

Volume LEDs indicate touch while retaining non-directional look for wall-mountability.

Volume
Backlit on approach

Play / Pause / Stop
Cap touch under fabric.



Thoughtful Materials

Sustainable Plastic with recycled plastic content.

Environment friendly fabric removed chemical substance (antimicrobial coating) and made of recycled bottles (1 half liter bottle can make enough textiles for 2 W2 units).



Colors that fit into the home



Chalk



Charcoal

W2 Overview

