

Google, Nestle Team Up on Android KitKat

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Google and Nestlé have announced a cross-marketing deal that will see Google's next iteration of Android branded KitKat, after Nestle's popular chocolate bar.

Names for iterations of Google's Android mobile operating system began with 'Cupcake' and have evolved alphabetically. In that spirit, KitKat follows on the Jelly Bean.

As part of the release of KitKat, Nestlé will be shipping more than 50 million specially branded KitKat bars that will be available in 19 countries, including Australia, Brazil, Germany, India, Japan, Dubai, Russia, the United Kingdom and the United States. The packs will lead consumers to the website www.android.com/kitkat [1] where they will have the opportunity to win prizes including a limited number of Google Nexus 7 tablets, and credits to spend in Google Play, Google's online store for apps, games, music, movies, books and more.

A small number of Android robot-shaped KitKat bars will also be offered as prizes in selected markets.

Sundar Pichai, Google's head of Android and Chrome, also shared in a Google+ post that the company has passed 1 billion Android device activations.

The news comes in this first half of September, which is shaping up to be a big one for device unveilings. On Wednesday, as part of the IFA consumer electronics show in Berlin, Samsung will take the wraps of its Galaxy Gear smartwatch, as well as an updated Note. Meanwhile, Sony will unveil the next iteration of its Xperia flagship phone, while Apple has officially confirmed a Sept. 10 event at its Cupertino headquarters.

Check out a little tongue-in-cheek description from Nestle about their innovative candy bar:

Source URL (retrieved on 12/13/2013 - 4:24pm):

<http://www.wirelessweek.com/news/2013/09/google-nestle-team-android-kitkat>

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