# Brand Judgment

Micro PC Quarter 6

## NORAM

| Company | Brand | Costcutter | Innovator | Mercedes | Workhorse | Traveler |
|---|---|---|---|---|---|---|
| Cloud Computers | Cloud Prof. v.3 | 1 | 65 | 12 | 24 | 60 |
| Cloud Computers | Nebula v.2 | 38 | 74 | 41 | 67 | 20 |
| Cloud Computers | Cloud Lite | 13 | 21 | 1 | 17 | 59 |
| SIVO | SIVO PRO 2.0 | 38 | 78 | 43 | 69 | 16 |
| SIVO | SIVO RAZOR | 44 | 46 | 24 | 56 | 16 |
| SIVO | SIVO PANTHER | 18 | 38 | 11 | 34 | 61 |
| SIVO | SIVO BLAZER | 4 | 63 | 23 | 26 | 43 |
| DEVZA | WorkBook Pro 3 | 60 | 62 | 29 | 72 | 24 |
| DEVZA | Wander 1 | 18 | 54 | 1 | 35 | 71 |
| DEVZA | WorkBook Pro 2 | 1 | 69 | 15 | 25 | 56 |
| Micro PC | PCmini Lite. | 29 | 49 | 8 | 37 | 76 |
| Micro PC | PCmini Basic. | 74 | 15 | 6 | 53 | 9 |
| Micro PC | PC Basic Pro | 29 | 78 | 49 | 62 | 10 |
| Intellect Inc. | CEA 2.5 | 63 | 28 | 18 | 57 | 9 |
| Intellect Inc. | Beaver XI | 55 | 62 | 38 | 78 | 30 |
| Intellect Inc. | LUX | 28 | 72 | 54 | 49 | 1 |

## EUROPE

| Company | Brand | Costcutter | Innovator | Mercedes | Workhorse | Traveler |
|---|---|---|---|---|---|---|
| Cloud Computers | Cloud Prof. v.3 | 1 | 65 | 12 | 24 | 60 |
| Cloud Computers | Nebula v.2 | 38 | 74 | 41 | 67 | 20 |
| Cloud Computers | Cloud Lite | 13 | 21 | 1 | 17 | 59 |
| SIVO | SIVO PRO 2.0 | 38 | 78 | 43 | 69 | 16 |
| SIVO | SIVO RAZOR | 44 | 46 | 24 | 56 | 16 |
| SIVO | SIVO PANTHER | 18 | 38 | 11 | 34 | 61 |

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| Intellect Inc. | CEA 2.5 | 63 | 28 | 18 | 57 | 9 |
| Intellect Inc. | Beaver XI | 55 | 62 | 38 | 78 | 30 |
| Intellect Inc. | LUX | 28 | 72 | 54 | 49 | 1 |

Market research not bought for the following regions:
**MEA**
**LATAM**
**APAC**

Innovator - Top 8
PC Basic Pro (Micro PC )
78
SIVO PRO 2.0 (SIVO)
78
Nebula v.2 (Cloud Computers)
74
LUX (Intellect Inc.)
72
WorkBook Pro 2 (DEVZA)
69
Cloud Prof. v.3 (Cloud Computers)
65
SIVO BLAZER (SIVO)
63
WorkBook Pro 3 (DEVZA)
62
0
15
30
45
60
75
90

Mercedes - Top 8
LUX (Intellect Inc.)
54
PC Basic Pro (Micro PC )
49
SIVO PRO 2.0 (SIVO)
43
Nebula v.2 (Cloud Computers)
41
Beaver XI (Intellect Inc.)
38
WorkBook Pro 3 (DEVZA)
29
SIVO RAZOR (SIVO)
24
SIVO BLAZER (SIVO)
23
0
15
30
45
60
75
90

Workhorse - Top 8
Beaver XI (Intellect Inc.)
78
WorkBook Pro 3 (DEVZA)
72
SIVO PRO 2.0 (SIVO)
69
Nebula v.2 (Cloud Computers)
67
PC Basic Pro (Micro PC )
62
CEA 2.5 (Intellect Inc.)
57
SIVO RAZOR (SIVO)
56
PCmini Basic. (Micro PC )
53
0
15
30
45
60
75
90

Traveler - Top 8
PCmini Lite. (Micro PC )
76
Wander 1 (DEVZA)
71
SIVO PANTHER (SIVO)
61
Cloud Prof. v.3 (Cloud Computers)
60
Cloud Lite (Cloud Computers)
59
WorkBook Pro 2 (DEVZA)
56
SIVO BLAZER (SIVO)
43
Beaver XI (Intellect Inc.)
30
0
15
30
45
60
75
90