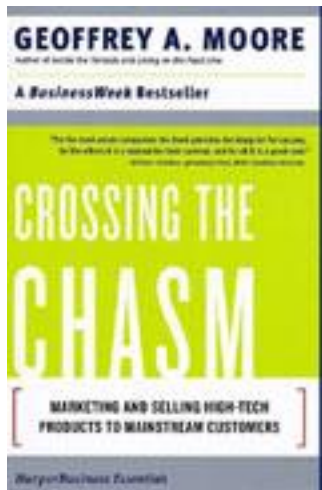


*Case Studies in UbiComp
Commercialisation*

Derek McAuley



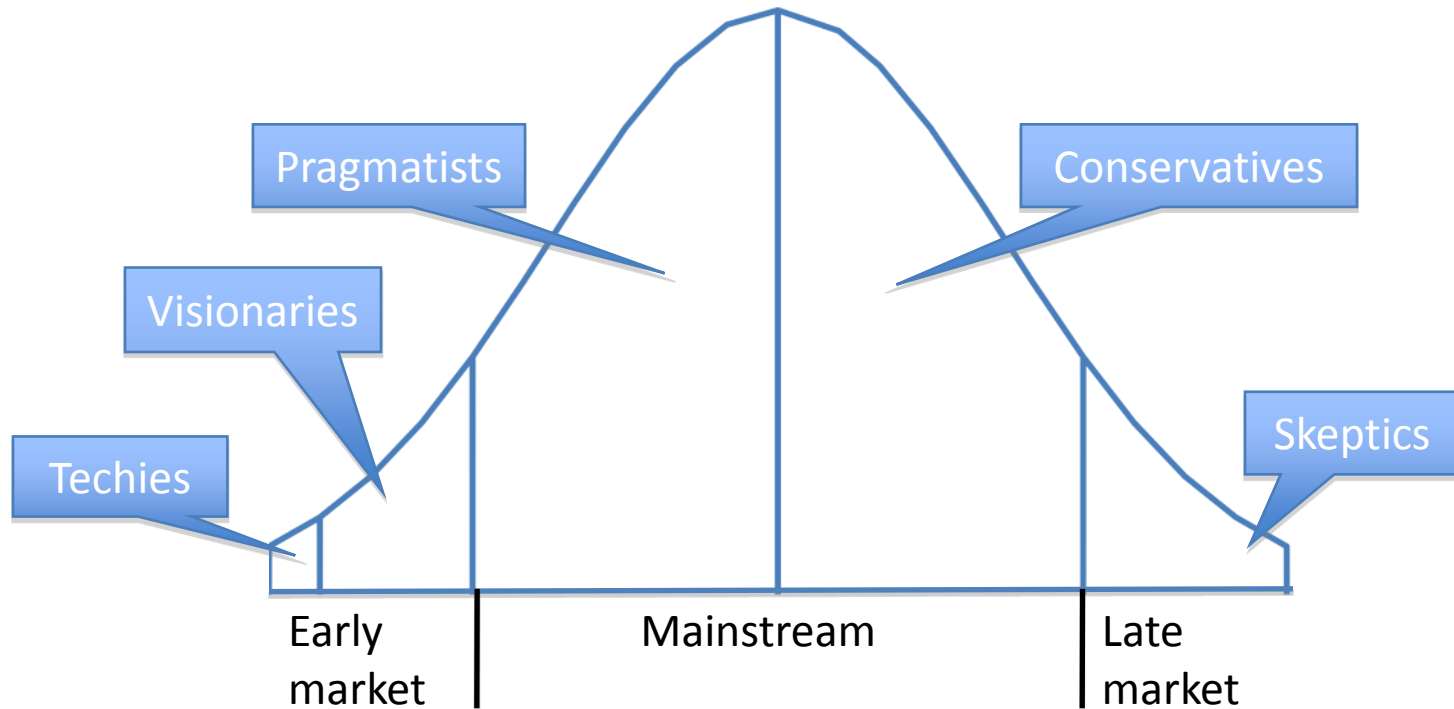
“Marketing and selling High-Tech products to mainstream customers”

- Focused on:
 - a target market
 - the whole product concept
 - positioning the product
 - building a marketing strategy
 - choosing the channel
- ..but as we shall see this all has implications for the technology

Markets

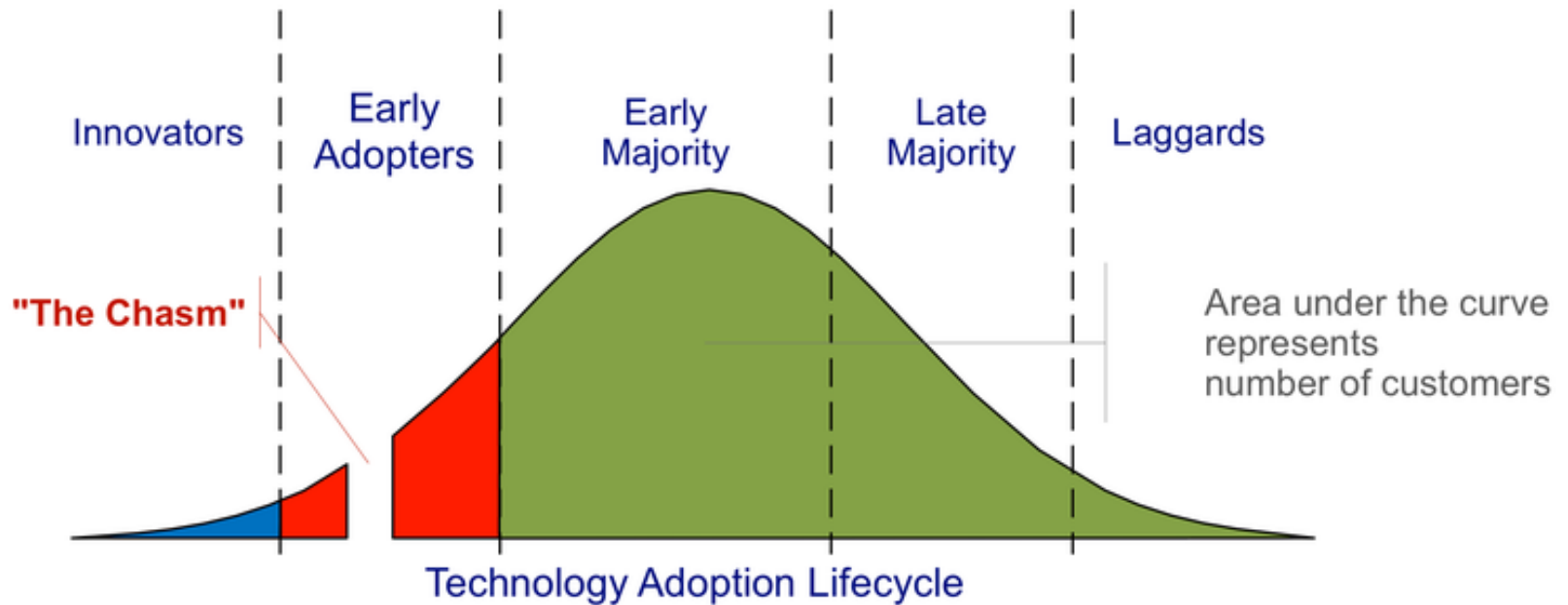
- A market is: “An aggregate of people who, as individuals or organizations, have needs for products in a product class and who have the ability, willingness and authority to purchase such products”
- Market segmentation is: “The process of dividing a total market into sub-markets consisting of people who have relatively similar product needs, there are clusters of needs”
- Let’s face it - Markets are sets

Technology Adoption



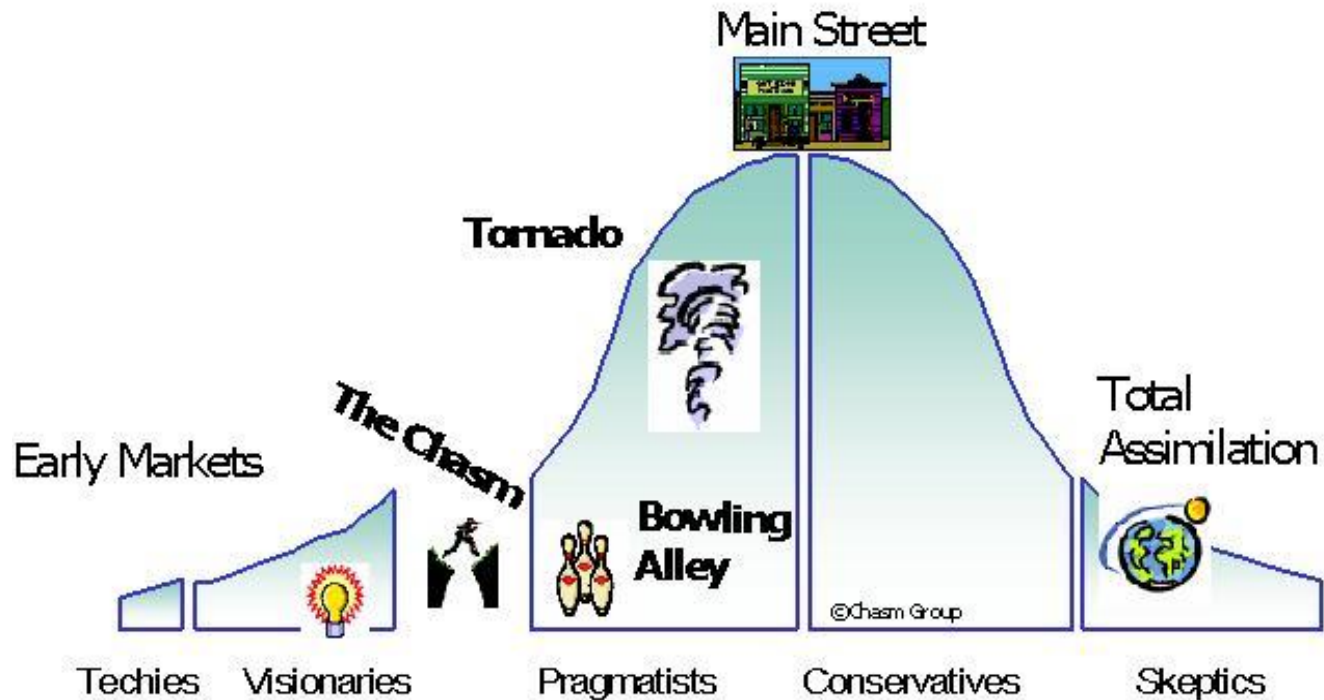
- Bad news - the techies are about 2% of the market...

The Chasm



The Model – Crossing the Chasm

Market Development Model
Transitions are Not Smooth



Definitions of a Bowling Pin

- A bowling pin must be a niche.
- The product we have needs to address the whole solution for the niche
- Always check that the niche does not pervert the product offering!
- Do not push for or expect general market acceptance at this phase of the market.
- Niche can be open for exploitation by ONLY ONE vendor as the size will only sustain a single vendor
- The product needs a completely compelling differentiator that blows existing solution away.
- The customer must have a compelling reason to buy the solution and being unable to fulfill it in another manner.
- Assure that other niches are adjacent.
- A niche MUST be a vertical and NOT a horizontal market – simple test, other people in the same market must refer to others within the market and see them as competitors.

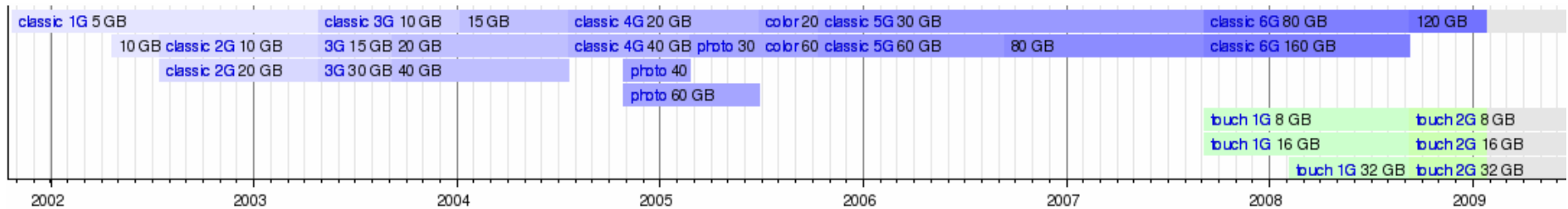
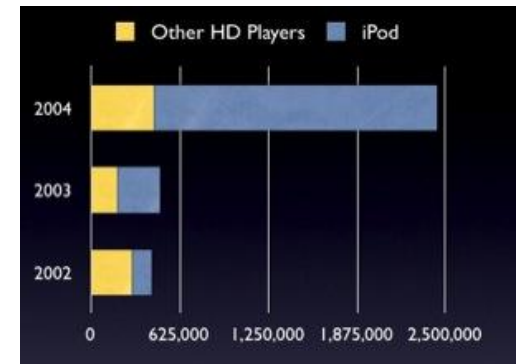
How Apple ate their lunch



- 1998: MPMAN, Rio and PJB100



- 2001: iPod gen 1
- 2004: iPod gen 4
- 2009: iPod gen 5



- iPod classic First generation
- iPod classic Second generation
- iPod classic Third generation
- iPod classic Third generation (Updated)
- iPod classic Fourth generation
- iPod photo/color
- iPod classic Fifth generation
- iPod classic Fifth generation (Updated)
- iPod classic Sixth generation
- iPod classic Sixth generation (Updated)
- iPod touch First Generation
- iPod touch Second Generation
- Still produced

iPod crossing the chasm



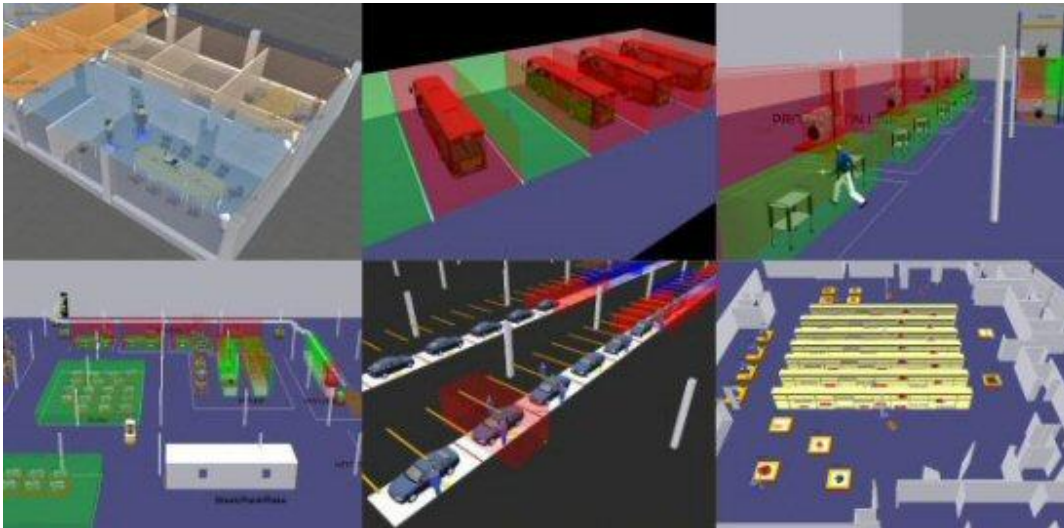
SensorNets

- Crossbow will sell you:
 - IRIS, Imote2, Motes, MICAz, MICA2
 - fine business to the academic research market
- Open new market with eKo
 - Environmental monitoring



Location

- Started with people e.g:
 - Olivetti Active Badge, Bat
 - However: “a technology that raises so many privacy hackles”
- Market is industrial automation...



Audience participation time

- Got any technology near the chasm?
- Can you identify any bowling pins?

Discussion

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