



The following are sample pages from an Opportunity Area Report for Motorola: 2001 “Creating Breakthrough Wireless Devices for the Global Market”

DISPOSABLE TECH

- Many of today's consumers feel as though they are taking part in one big technology beta test - constantly being wowed by the next communication advancement; learning, adapting and using it; feeling its power; and at the same time believing it has a limited life-span and will quickly be supplanted by the next advancement.
- In a sense, we are living in a techno-disposable time - people are willing to move on quickly, abandoning hardware at a rapid rate.

Implication - Be quick to market and do not invest everything in one piece of hardware...or in building large platforms that are timely or not adaptable to the future. And/or develop a leasing or renting business model which makes it easier for the consumer to stay in front of new hardware without a large upfront investment.

THE TECHNO-COMMUNICATION GAP

- Technology has created a communication gap between generations, affecting the way both families and businesses communicate. Gen Y has practically grown up on e-mail and the Internet, while many Baby Boomers are first learning to surf the web in their 40's. Gen X is caught somewhere in between...while many Seniors are first learning how to use the computer.

Implication - Create products that are more natural and intuitive (e.g. voice activated; able to read handwriting; zero learning curve) that are compatible with all high-tech devices.



"I feel like I just got as Palm Pilot...and now there's something else I'm supposed to have."

L.A.



"There's no point unless everyone has it or I have no one to communicate with."

Tokyo

TOKYO INSIGHTS:

- Privacy is highly regarded. Japanese consumers connect on a meaningful level only with family and inner-circle.
- Youth is quick to adopt Western styles and attitudes; always looking to express their individuality.

LONDON INSIGHTS:

- Less technologically advanced than US or Germany. (Late Adopters)
- High interest in personal safety and protection.
- Keen interest in stress relieving products.

SAO PAULO INSIGHTS:

- Overall lack of trust in culture, which carries over to technology. Part of this stems from a fear of isolation, and a belief that technology contributes to isolation.
- Stress, and the lack of free time, are attitudes/concerns mentioned frequently.



SHANGHAI INSIGHTS:

- Palpably excited about the future and interested in embracing new technologies that connect people the world over.
- Significant generation gap, especially in relation to communication.

STOCKHOLM INSIGHTS:

- Young professional/creative males are the most techno-forward group.
- Traditional gender roles very much alive in the culture.
- High concern about safety: cell phone thefts, gang violence and racism on the rise.

NEW YORK CITY INSIGHTS:

- Privacy of information is an overriding concern. Safety is really only a concern in relation to children.
- For teens, interacting through technology is an intuitive way to communicate.



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ProTechMe

PRIVATE ZONE

SECURIT-
EASE

Community
& Social
Connections

CONNEXT

SOCIAL
CONNECTIONS

AT YOUR
SERVICE

Tech-
tainment

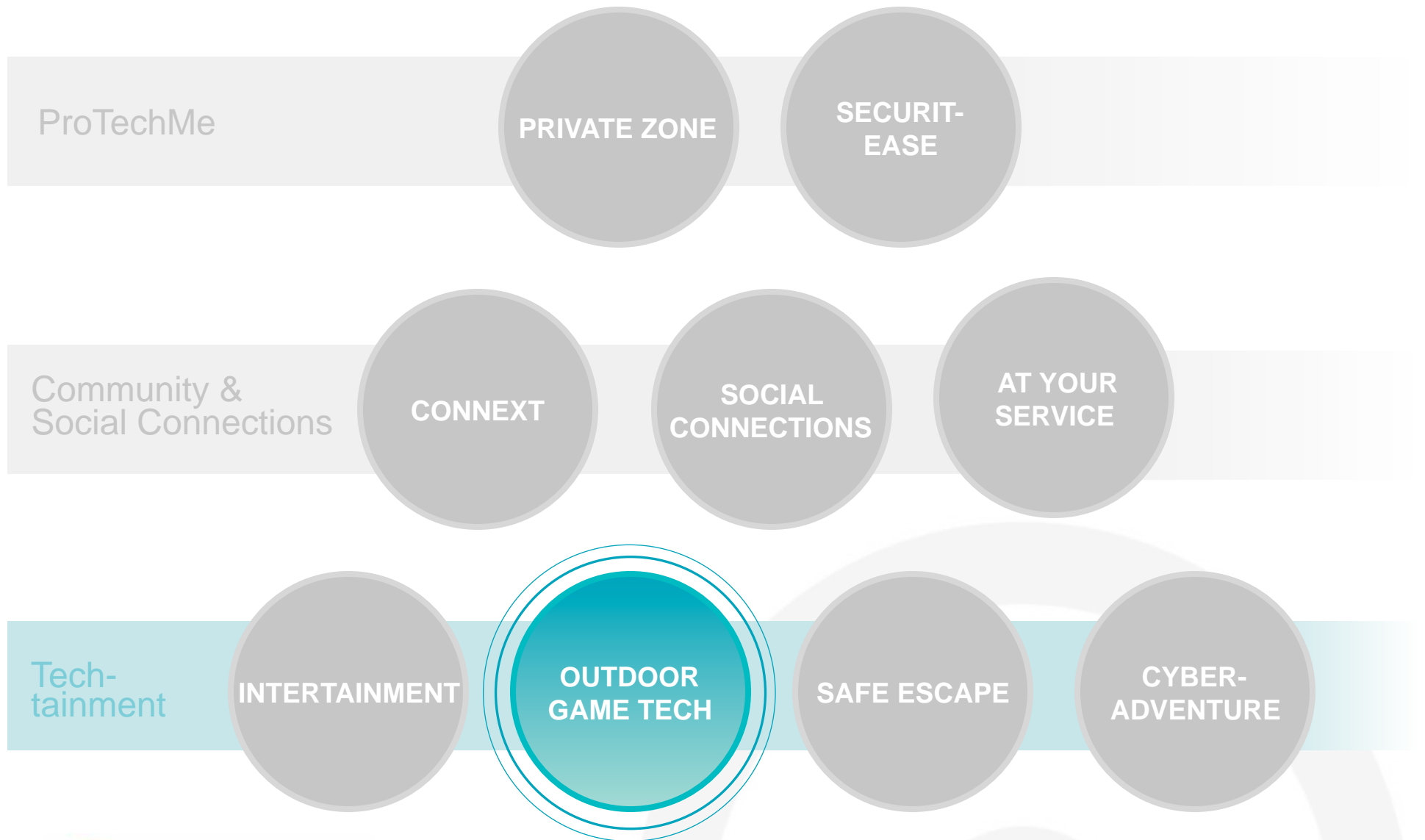
INTERENTAINMENT

OUTDOOR
GAME TECH

SAFE ESCAPE

CYBER-
ADVENTURE

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Outdoor Game Tech

Technology and computers have largely kept people, especially kids, indoors. The “outdoor space” is untapped by technology as it relates to sports, games and recreation. The opportunity exists to introduce a whole line of smart, interactive sporting equipment that brings technology to athletics, combining wireless cellular technology and high tech computer chips to create sporting equipment that brings playing, training and sporting fun to a whole new level.



Platform Targets

- All Family
- Kids (7 - 10)
- Tweens/Teens

GLOBAL SUPPORT

- Sports is a universal connector.
- “Playing Sports/Games” was voted the #1 leisure activity in a 1999 European poll (France, Germany, UK), outpacing “Watching TV/Films” for the first time in 17 years. (Heisselman Polling Data, 1998.)
- Parents spent an average of \$532 last year on games/sports equipment for their children. (US Games & Equipment Market Report, 1999)
- 62% of US parents wish their children played outside more. (Consumer Digest, 1998)
- European fascination with the NBA (broadcast in 205 countries worldwide) and Michael Jordan.
- Soccer has migrated from Europe and is becoming ubiquitous.

MARKETPLACE INSPIRATION



TREND SUPPORT

Emerging

After a decade of cocooning, consumers are ready to get out and enjoy themselves in social settings.

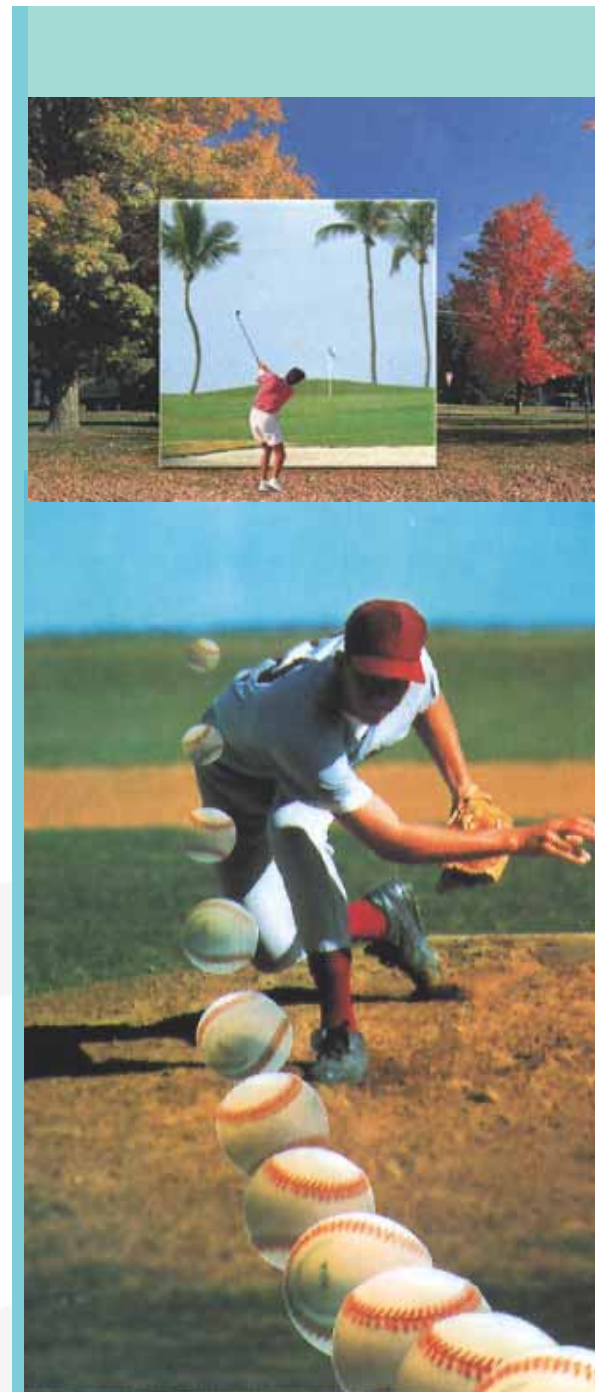
Third Places

Outside of home and work, consumers are looking for social, communal settings where they can meet, greet, work and play.

platforms | outdoor game tech support

Expert Interview Support

- “Kids – boys – in America, Europe, and India – all want to be playing the next New Big Game. But no matter how much changes, the best thing for a developing mind is coordinated play with others, preferably outside.”
Family Psychologist (Berlin), Gunther Bock
- “Something new is girls really going for it – look at Brandi Chastain ripping her shirt off after winning last year, with the crowd going crazy! That never would have happened 10 years ago”
Dr. Jordan Mraz, professor “Sports and Gender”, Columbia University
- “When I think of games I think of basketball, football, baseball... When I say “game” to a kid he thinks I mean video games.”
Dr. Edward Skuole, Child Psychologist (New York)
- “The idea of an Outdoor Sports Computer came to me in thrilling circumstances. I was on a mountain biking trail in Finland, where a friend challenged me to a race. I lost big time, but then I wondered What went wrong? When and where? How could I compare my performance to my friend’s?
Ville Kampman, inventor and developer of the FRWD (an outdoor sports computer that measures heartrate)
- “Child obesity has skyrocketed in the past 10 years. One of the main reasons is that kids say they “have more fun” playing in front of a computer screen than they do playing outside”
Dr. Melinda Arabal-Schmidt, pediatrician (Berlin)



Consumer Quote Support

- “I spend all day inside working on the computer...when I go for a run or to play some basketball, it’s to get away from all that real world stuff... I want a technology-enhanced escape.”
ConsumerScope Video, Stockholm
- “It’s bad enough that my kids are inside as much as they are playing those video games and Nintendo games and watching TV...their soccer games are the one thing that gets them out of the house. I wish they could at least play Nintendo outside.”
Creativity Group Respondent, Shanghai
- “You need to be able to touch people, to hit them or check them or tackle them... that’s the fun of the game.”
ConsumerScope Video, New York
- “You can improve the equipment, just don’t change the game.”
ConsumerScope Video, London
- “I love to be able to play with people all over the world. The web lets me do that, but I don’t get the rush of actually kicking the ball. That’s what I miss.”
Creativity Group Respondent, Shanghai
- “If I’m going to play ‘virtual’ sports, it’s better to actually be playing a real kind of sport. I can’t expect to improve my skills with only a ‘virtual’ game after all.”
Creativity Group Respondent, New York
- “I love making my kid happy, but I worry he spends too much time staring into a computer screen, eating junk and bad stuff like that.”
Creativity Group Respondent, London



“I feel like I have every gadget out there and it’s still not enough...”

New York

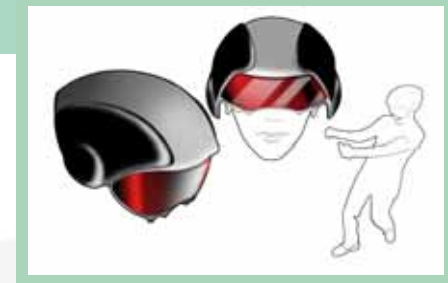


“The great part about all these types of products is that they’re new and exciting and changing every day... it creates this real excitement for the future.”

Sao Paolo

Outdoor Game Tech: Idea Sparks

- **Digital Tag:** Inspired by paintball – but without the bruises – this high-tech on-the-go video gaming system lets you take your game of tag or assassin to the next level. Each player is armed with a mini-shooter and digital armband that can sense a virtual direct body hit. Play indoors or outdoors, in a huge field (if you're a sharp-shooter), or small basement, with 2 friends or with 20. Advanced versions of the game allow you to even use military technology like nightvision and digital scopes.
- **Virtual Scavenger Race:** This cell-phone- and GPS-based interactive multiplayer game allows players to set up a virtual scavenger hunt at home, in the mall, across the city – anywhere! Using your phones, a friend sends you clues (text or pictures) to a location or item that they have digitally “marked” using GPS technology. When you've found the location of an item, your phone will send you the next clue, and lets other players know you've found it first. The simple navigation system makes the game easy to set up on the fly.
- **3v Virtual Game Overlays:** Wearing a patented virtual vision visor (3v), players can “see” elements of a virtual game overlaid on top of their real environment. For instance, you could play a game of virtual mini-golf with friends in right your backyard – the balls, green and golf clubs are all visible right there in your visor. Wrist and ankle bands worn by the players communicate their movements to the gaming console, and allow you to realistically strike the virtual ball just as you would a real one. Plus, the system allows you to see your real environment with total clarity, so that you'll always play safe.



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