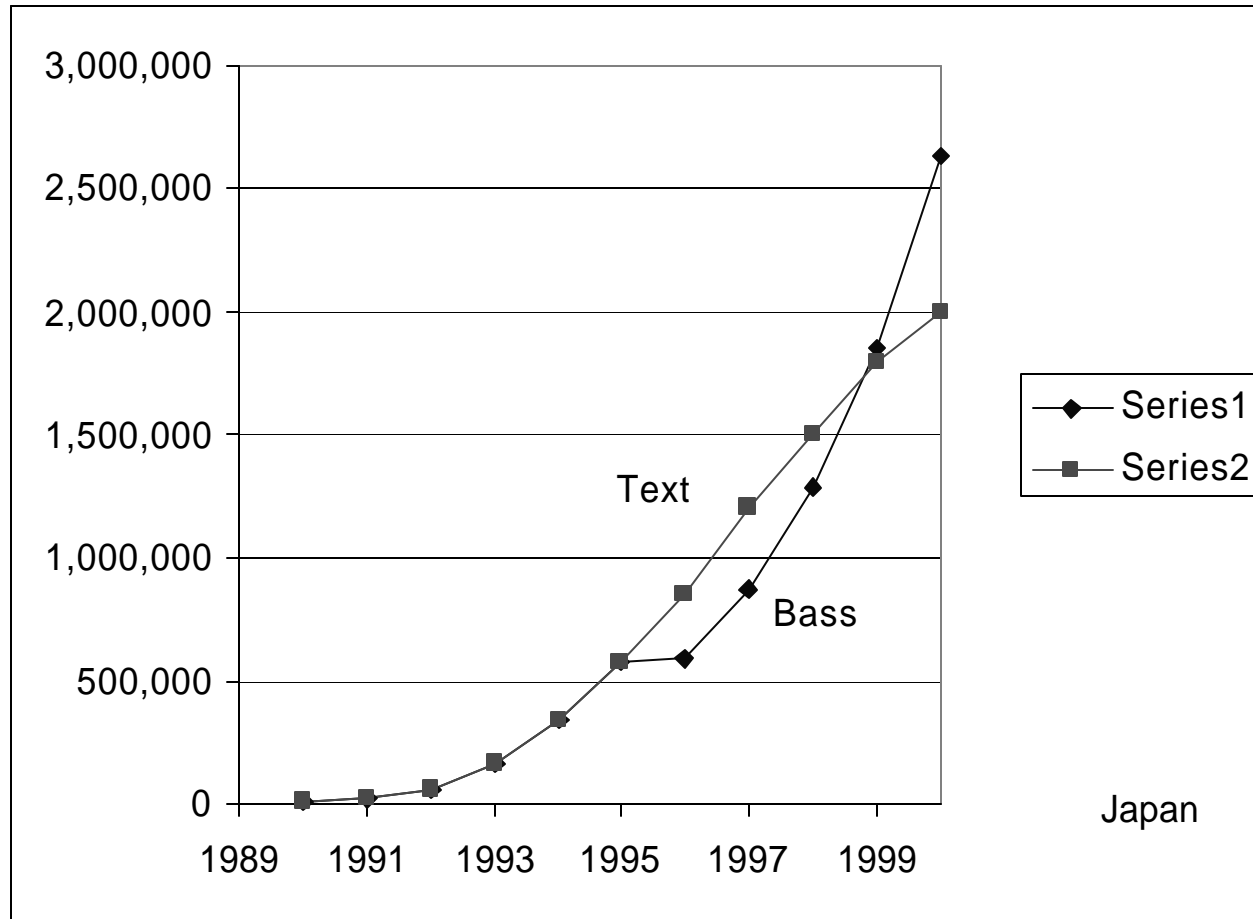
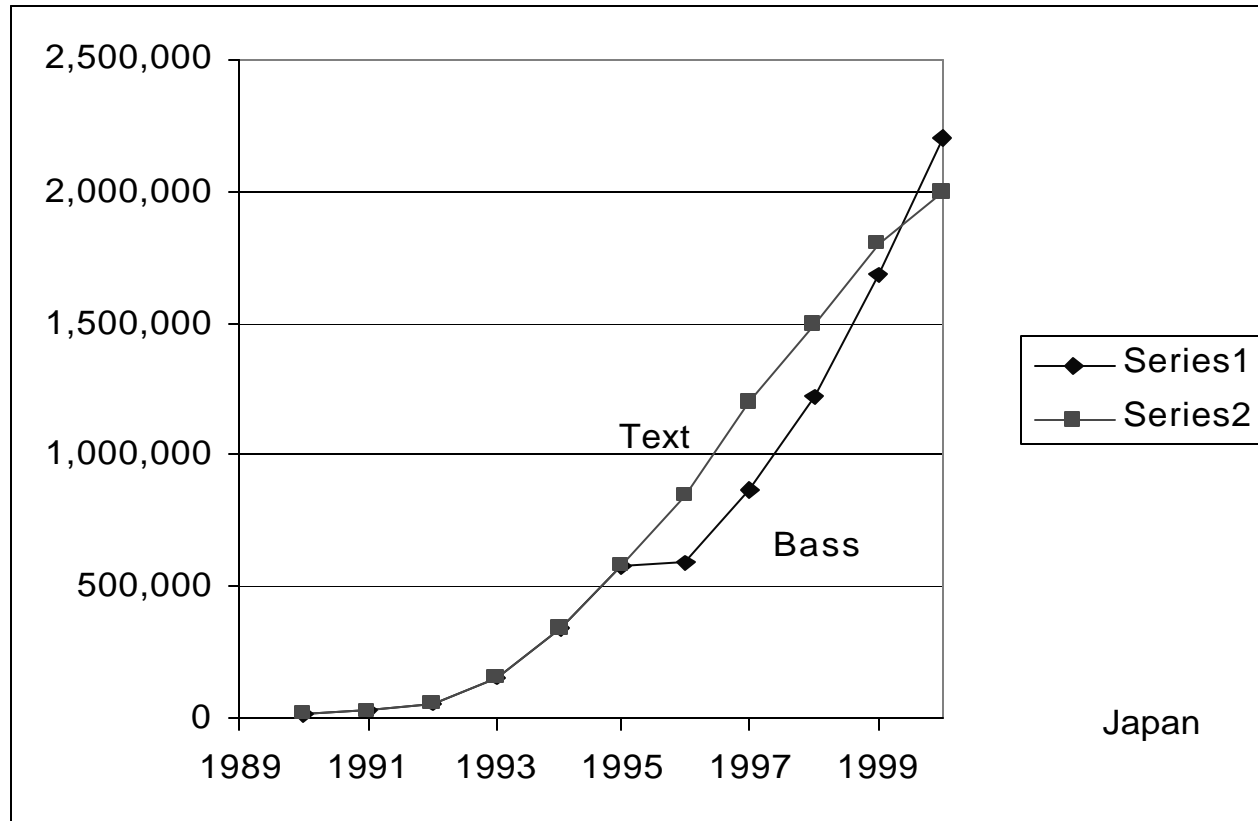


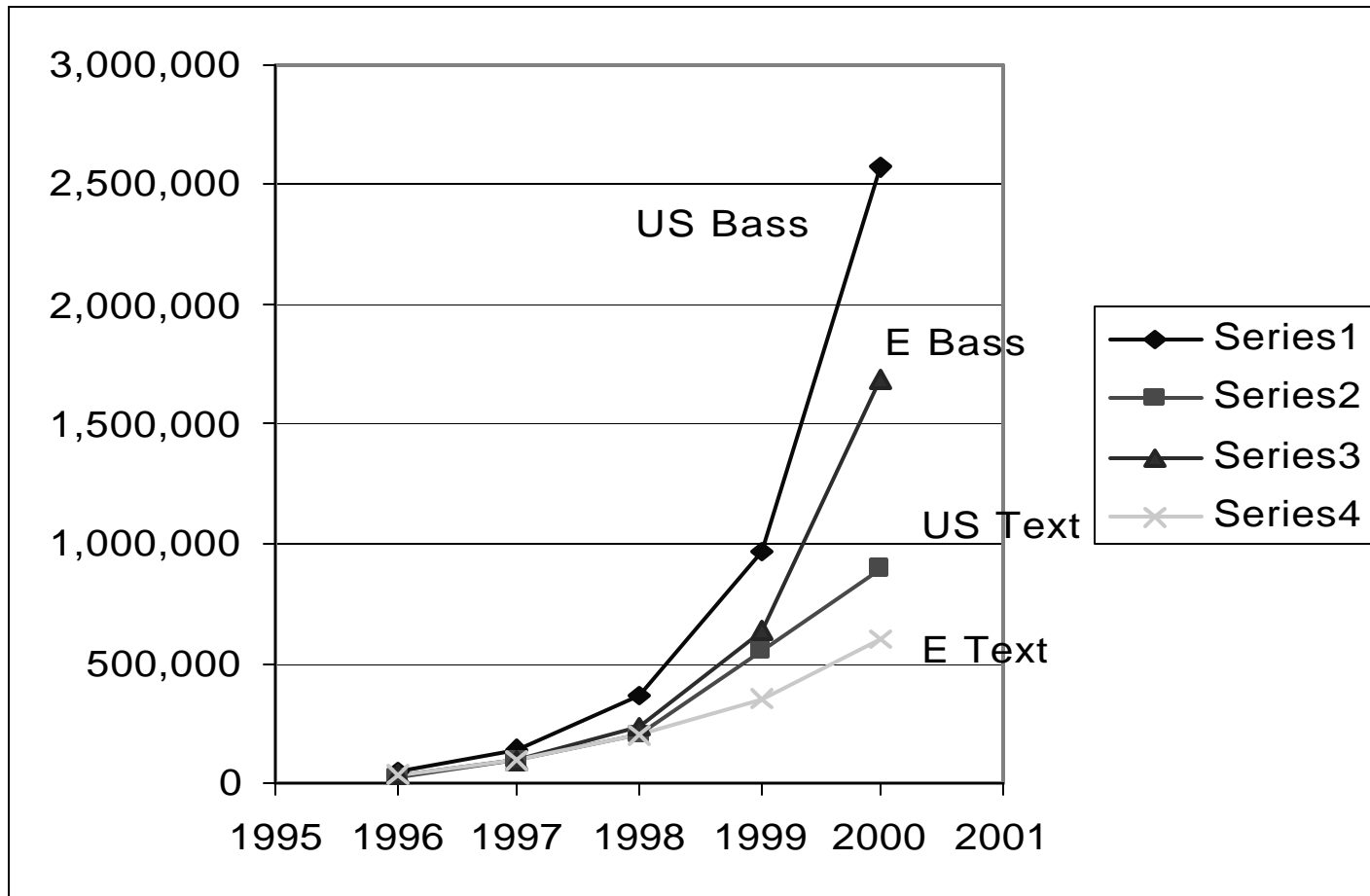
Sony, CNS case: Text data and estimates



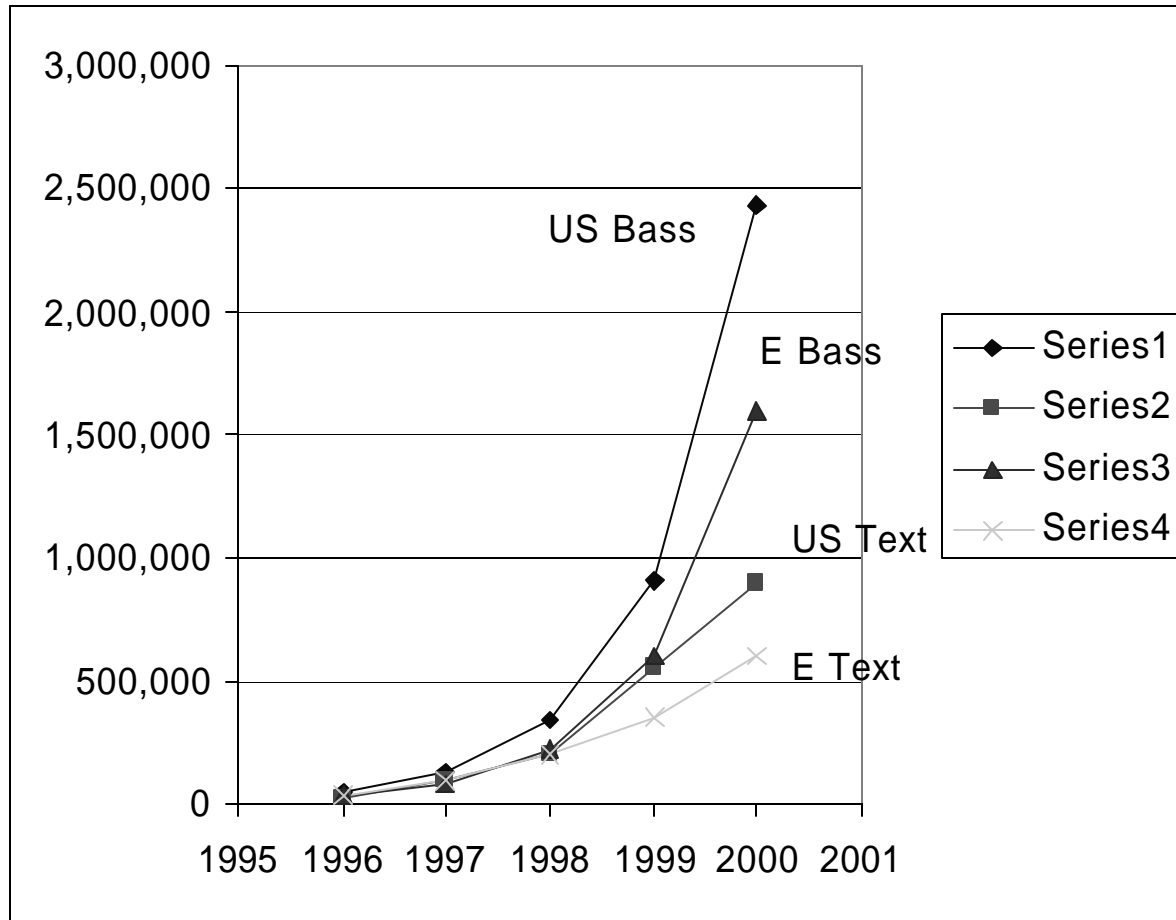
Japan, Potential Market = 59M
 Coef. Imitation= 8.33×10^{-9}
 Coef. Innovation= 2.62×10^{-4}



Japan, Potential Market = 40% x 59M = 24M
 Coef. Imitation = 2.15×10^{-8}
 Coef. Innovation = 5.81×10^{-4}



US and Europe, Text vs Bass Estimates
 Coef. Of imitation and innovation as Japan
 US Potential Market=199M, Europe Potential Market=131M



US and Europe, Text vs Bass Estimates
 Coef. Of imitation and innovation as Japan
 at 40% of total market.

US Potential Market=40% x 199M = 80M,
 Europe Potential Market= 40% x 131M = 52M

Main Ideas – Sony, Car Navigation System

- Regional marketing adaptation
- Pros and Cons of establishing a product standard
- Market evolution during the life cycle
- Diffusion models – Bass model
- Product choice
- Well-known brand with less than leading edge product, how does it do?