



SIGGRAPH 1994

*21st International Conference
On Computer Graphics and
Interactive Techniques*

*Orange County Convention Center
Orlando, Florida
July 24-29*

Course Notes

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HIGH-TECHNOLOGY
MARKETING: KEY
CONCEPTS FOR BRINGING
NEW TECHNOLOGY TO
MARKET

Organizer and Lecturer

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Technology Marketing Consulting



High-Technology Marketing

*An Introduction To Key Concepts For
Bringing New Technology To Market*

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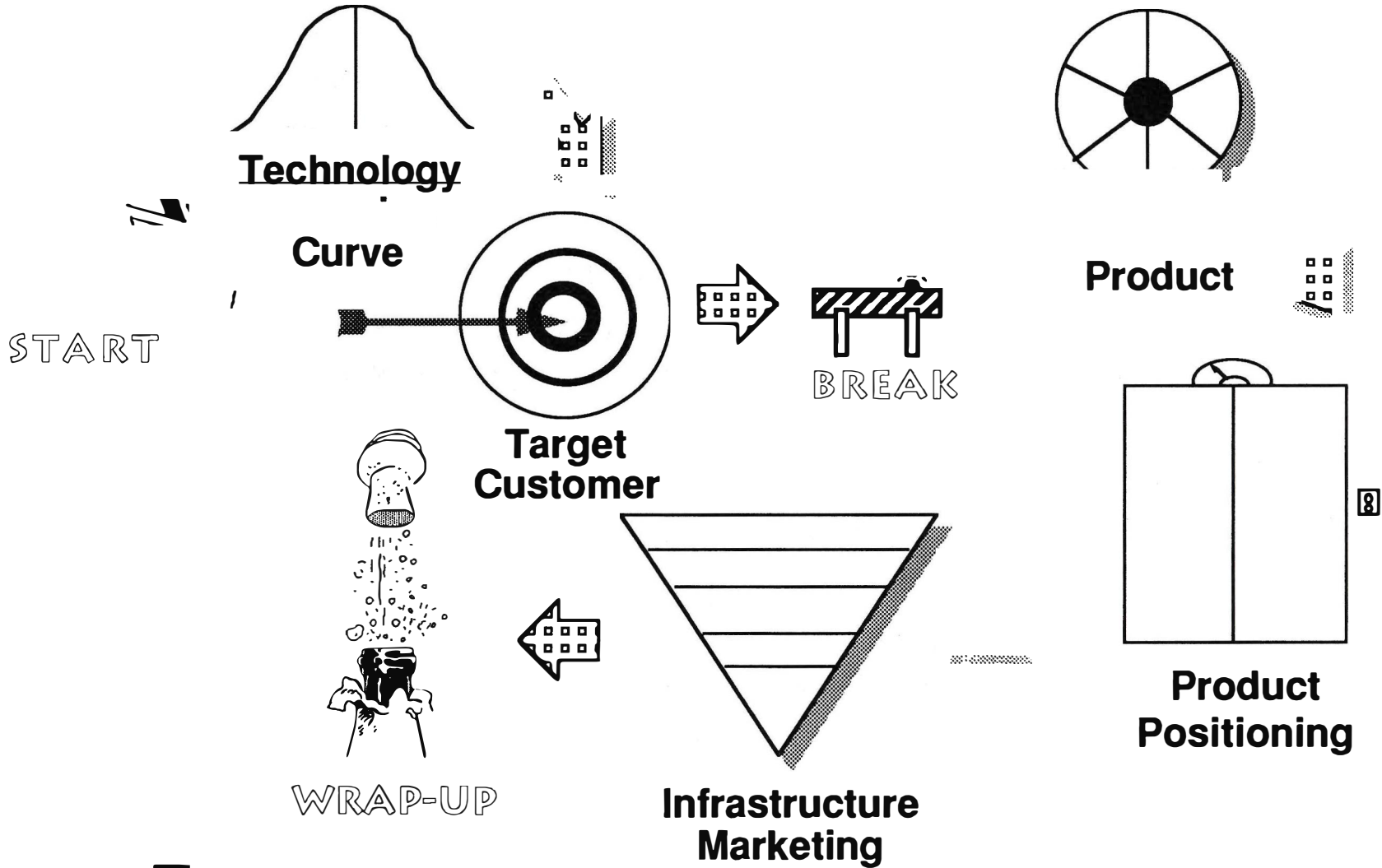
RANDY  NICKEL
TECHNOLOGY MARKETING CONSULTING

Course Objectives



- Understand the role of marketing in your business
- Learn a core set of marketing models that are critical to your product marketing strategy
- Apply these models through examples and exercises
- Have fun

Course Overview



Join In, We All Might Learn Something



- What (I hope) you will learn
 - A "new" definition of marketing
 - How to understand and use the technology adoption curve
 - A technique to identify target customers
 - How to use "total product" concepts for product development and marketing
 - How to write a product positioning statement
 - What a market infrastructure is, and how to use it

- What you won't learn
 - How to run an ad campaign
 - How to be as rich as Bill Gates

Who's Here?



■ Me

- Ex-Purdue engineer, ex-ski bum, ex-small manufacturing business, ex-Calma, ex-SGI, ex-DEC, ex-Regis McKenna Inc.
- *Now*, Independent marketing consultant

■ You

- Company, products
- Organization and Job function
- Hopes and expectations
- When planning to launch your next startup