

Team 5 New Product Development Proposal

The examples I sent you are based on products I have a big amount of data and documents available, but I also have experience in the development of more “mass media” products, like regular telephones, wireless telephones, TV set top boxes, etc.



So, what will be the product Team 5 is going to select to address the “play role”?

It is up to you. The only restriction is that it has to be a product on the electronic industry, where you can learn from my expertise and where I can apply yours. This has to be a win-win approach.

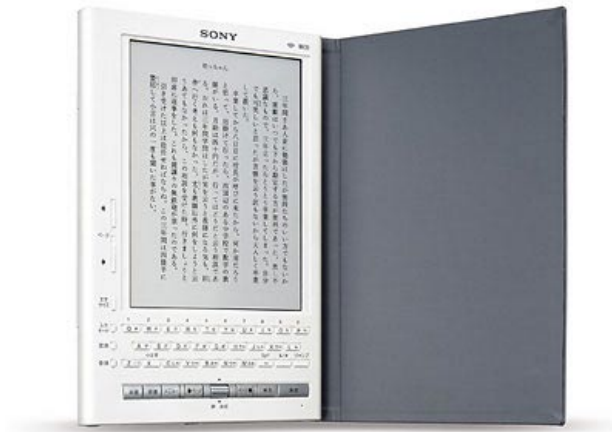
Examples:

- A multimedia home platform- MPH.
- A wireless video baby sitter.
- A remote control based on cellular phones.

Think, dream on a product you like to have and we will define it, their features, their applications, their target market ... and we will arrange the supply chain to create it.

Final Choice

Based on the feedback I received from the team on yesterday conference call regarding this topic, I propose you to develop **an electronic book**. This is a “hot device” on the industry today, it is something we all can understand, there is no a “definitive” product, so our thinking could be pertinent.



Sony Approach



Kindle, the Amazon approach



Bookeen



RCA eBook reader

We can start right now to foresee relations with the editorial industry, new business models, new features, applications, etc. I immediately start to set up the planning to address this challenge.