

Major factor for an Objective: LENGTH

As discussed Monday,
there is a major tradeoff between
POWER and MAX REACH.
(and cost)

There is reasonable evidence that we have
set MAX REACH at “too long”
for rapid market acceptance in the dominant
current application space.

RE: LENGTH Objective:

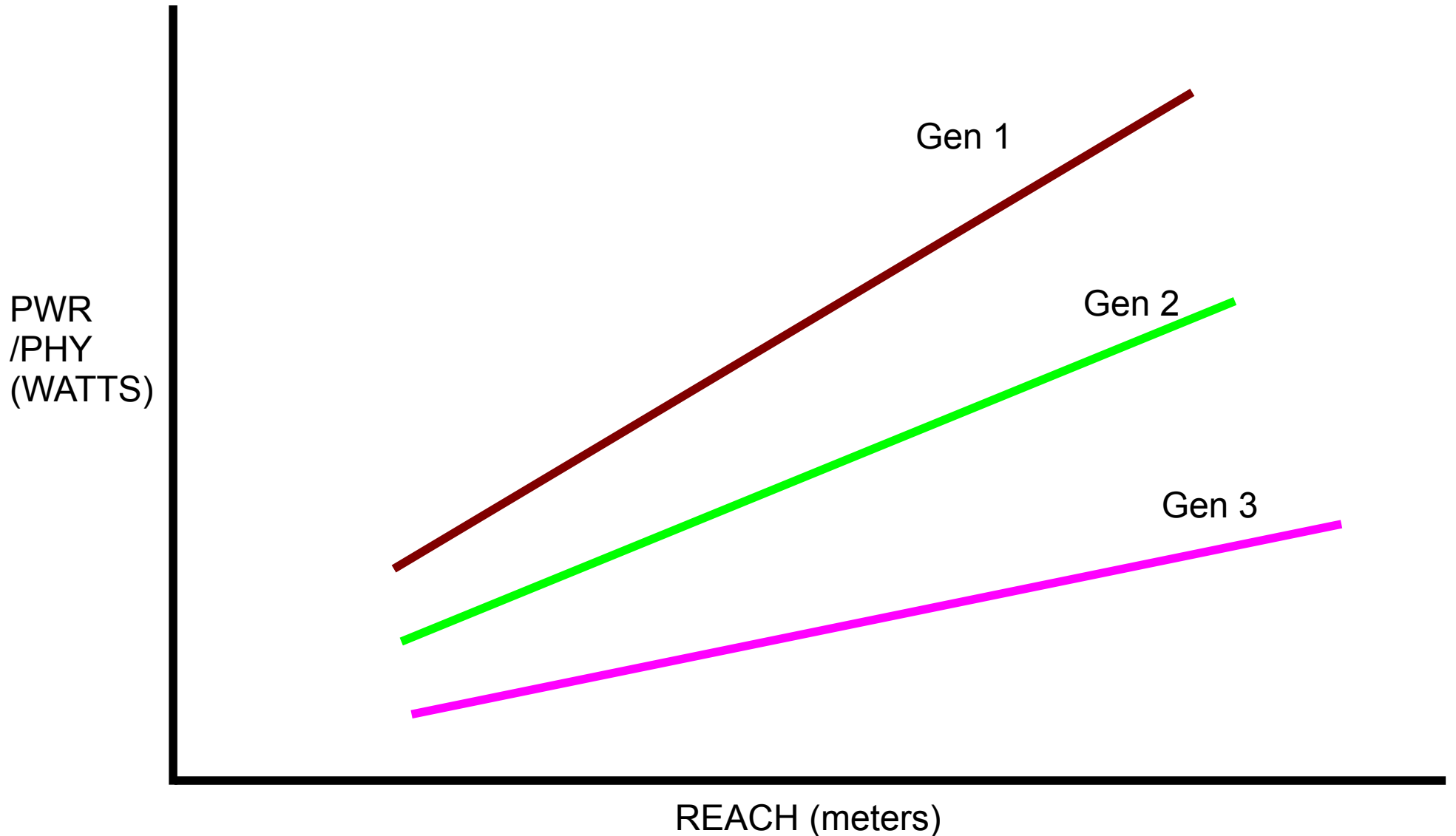
Deciding where to make the tradeoff between
POWER and MAX REACH
is a critical project decision.

We have traditionally had a graph of
Reach vs Application Space Penetration

We need a new additional graph.

PROPOSED GRAPH CONCEPT

(Doesn't show ANY data yet)



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