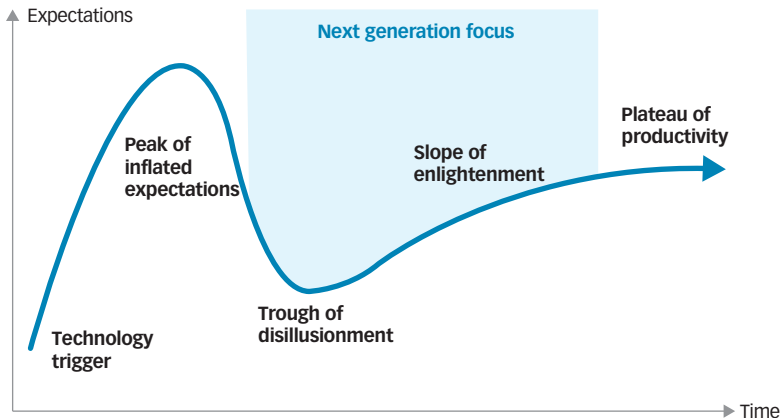


Watching the movement



R&D > 1st-gen products > Failures > Consolidation > 5% adoption > 3rd-gen products > High-growth phase > 30% adoption