

Hi,
 We are interested in your opinions about the following new product. Please take a few minutes to fill out this questionnaire.
 Your answers are really important for us.
 Thank you!

Multi-purpose handheld device

This next generation technology provides several types of services in a single hand-held device, eliminating the need to carry multiple devices (for example, it may eliminate the need to carry both a cell phone and a palm pilot). These services may include:

- 1. Personal Digital Assistant:** Provides services similar to those currently offered on devices such as Palm Pilots, including address books, calendaring, to-do lists, and notes.
- 2. Cellular calling:** Provides services similar to those currently provided in cell phones
- 3. Wireless LAN:** Unlike cell phones, which allow you to connect to the internet by placing a cellular phone call (and incurring charges), wireless connectivity allows you to connect to the internet and/or transmit data whenever you are in range of a wireless transmitter, without placing a phone call (and incurring charges). For example, Starbucks is currently installing wireless transmitters in their stores nationwide.
- 4. Hands free voice activated operation:** Allows you to execute simple functions using voice commands as opposed to using a stylus or keyboard. Note that voice commands can be used for all features of the device, not just when making phone calls. Also note that this only allows you to execute pre-programmed commands (you cannot dictate into the device)
- 5. Global Positioning:** Allows you to locate your exact position at any point in time to within 10 feet. Coupled with map-oriented software applications, this allows the device to be used to provide real time directions. This functionality is similar to systems contained in luxury cars, that provide your current position on a map of the area with alternative routes you can take to reach your destination.

These five services are collectively referred to as "hardware functionality" throughout this survey, as each requires specific hardware that will impact the appearance, size, and weight of the device. When answering the following questions, please assume that adding one or more of these services will generally increase the device size and weight. Adding one or more of these services will also increase the price.

In addition to the hardware functionality, the device may also include several types of software functionality. It may support applications such as email, internet browsing, e-books, music, games, digital payments, and Microsoft Word, PowerPoint, and Excel. Adding software functionality to the device will not increase its size or weight, but may increase the price.

	Definitely Purchase	Probably Purchase	Might Purchase	Probably not Purchase	Definitely not Purchase
Would you purchase this device sometime in the next two years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Strongly Agree	Mostly Agree	Indifferent	Mostly disagree	Strongly Disagree
Do you believe a single device that can be used for several functions provides a unique benefit over using multiple devices?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to have a smaller device (ie: size of a small cell phone) that has a few key functions than a slightly larger device (ie: size of a Palm Pilot) that has many functions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to have a less expensive (<\$249) device that has a few key functions than a more expensive device (>\$499) that has several functions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>