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## Anhang

Um die Datengrundlage der vorliegenden Arbeit zu veranschaulichen (vgl. Abschnitt 4.1), werden im Folgenden drei Beispiele für korrespondierende Produktvorankündigungen und Ankündigungen zum Zeitpunkt der Markteinführung des jeweils selben Produkts im Originaltext dargestellt. Diese Beispiele betreffen das Produkt *Mobidem* von Ericsson, das Produkt *Hawk 2XL* von Seagate und das Produkt *PlasmaSync 5000W* von NEC.

### 1. Beispiel

#### **Produktvorankündigung:** das Produkt *Mobidem* von Ericsson

December 23, 1991

Mobile computing matures:

Radio modems will let portables send, receive E-mail

Section: Networking: Pg. 28

Length: 580 words

1992 is shaping up to be the year mobile computing meets two-way radio, giving users the option of sending and re-ceiving electronic messages and data without a telephone connection.

At least two companies -- Ericsson GE and Safari Systems -- plan introductions during the first quarter, both using packet radio data networks that already exist.

Ericsson GE Mobile Data Inc. has promised to unveil it's radio modem January 28 at the ComNet show, in Washington. There it will show a cellular telephone like device -- reportedly called a Mobidem -- connected to a Hewlett-Packard Co. palmtop computer.

"The radio will be much larger than the computer it's attached to," said a source who claims to have seen a prototype of the Ericsson GE radio. It's described as about the size of a small hand-held cellular telephone with a flip-up antenna and RS-232 jack for connecting to the computer.

The radio transceiver is expected to cost less than \$ 2,000, although the price should drop rapidly in 1993, the source said.

Ericsson GE is targeting mobile executives who need to send and receive electronic messages in real time. Later versions of the product are expected to provide connectivity to other palmtops, pen-based systems, and standard-size portable PCs.

Although Ericsson GE is expected to begin shipping in midyear, it won't be widely available until early 1993.

The company refused comment on the unannounced product.

Safari Systems, the AT&T/NCR notebook computing organization, is expected to make an April introduction of a 386SL-based subnotebook, dubbed the "Slimline," and a radio add-on that connects to the computer's RS-232 port.

While the new computer will be a general-purpose machine that uses PCMCIA memory cards and card-based add-on devices, the radio will be aimed at vertical market sales and service applications, sources close to the company said.

Initial cost of a Safari Slimline and wireless modem is expected to be approximately \$ 6,000. Safari already offers a pager option for mobile users to receive messages from the AT&T EasyLink electronic mail service for downloading into their notebook PCs. Officials at Safari, in Somerset, New Jersey, refused to comment on the unannounced products, although they have previously said a radio modem would be introduced in 1992.

Ericsson GE and Safari are expected to differ in their choice of radio carriers. Safari is working closely with Motorola, which with IBM runs a packet radio network called ARDIS (Advanced Radio Data Information Service).

Ericsson GE is working with RAM Mobile Data Inc. and uses a network called Mobitex, which Safari is also said to be interested in offering its customers.

Both networks operate on frequencies near those used by cellular telephones, and the PC radio modems use similar technology modified for transmission of digital data. Eventually the radios are expected to be comparably priced to small cellular phones.

Radio modems bring E-mail to portables

\* Ericsson GE 'Mobidem'

Cost: Under \$ 2,000, add-on for palmtops, other PCs

Announcement: 1/28/92

Network: Mobitex

\* Safari Systems (AT&T/NCR)

Radio modem for new 386SL-based subnotebook

Cost: \$ 6,000; less expensive version in 1993

Announcement: April 1992

Network: ARDIS

Both companies plan connections to commercial electronic messaging services. Anterior Technology is providing InfoWorld Media Group

## **Ankündigung zum Zeitpunkt der Markteinführung:** das Produkt *Mobidem* von Ericsson

Ericsson GE Venture Begins Shipping Wireless Modems

86 words

13 July 1992

Dow Jones News Service - Ticker

PARAMUS, N.J. -DJ- Ericsson GE started shipping Mobidem portable wireless modems to developers and corporate customers.

The company began initial production of the Mobidem when it received network certification from RAM Mobile Data on May 8.

The Mobidem provides two-way wireless data communications connectivity for palmtop, notebook and laptop computers as well as industrial handheld terminals. Ericsson GE Mobile Communications Inc. is owned 60% by Ericsson (ERICY) and 40% by General Electric Co. (GE)

## 2. Beispiel

### Produktvorankündigung: das Produkt *Hawk 2XL* von Seagate

Storage vendors are pushing the speed envelope. (IBM Storage Products Co Ultrastar AV, Quantum Corp Trailblazer, Fireball, Seagate Technology Inc Decathlon hard disk drives)(Product Announcement)

Lisa DiCarlo

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IBM Storage Products Co., Quantum Corp., and Seagate Technology Inc. are all gearing up to ship this spring new lines of disk drives, some of which sport average access times just above the 10-millisecond mark.

For users, these faster drives are a prerequisite for running the next generation of operating systems on existing systems.

"I'm excited about the new generation of drives coming out. Vendors are essentially doubling the capacity of existing drives using the same form factor," said Lee Hasiuk, senior technologist at Knowledge Adventure Inc., in Rochester, N.Y. "That way, I don't have to waste an external bay with a new drive."

Quantum in May will add two hard-drive lines, called Trailblazer and Fireball, that will eventually supplant its Maverick and Lightning product lines, said officials in Milpitas, Calif.

Trailblazer, which supports an average seek time of 14 ms, will be available in 420M-byte single-platter and 850M-byte dual-platter models. They will be priced at \$215 and \$315, respectively.

Fireball will support an average seek time of 12 ms and will be available in 540M-byte and 1G-byte models. The drives will be priced at \$240 and \$395 each.

In addition to supporting an ATA-2 and SCSI interface, both lines will feature a diagnostic utility that alerts users to impending drive failure.

Quantum's drives feature MR (magneto-resistant) heads, a technology gleaned from its acquisition of Digital Equipment Corp.'s storage division last year.

One of the only other major vendors to use MR heads is IBM, which last week released a \$225, 540M-byte drive into its Deskstar XP line of 3.5-inch drives.

Like Quantum's Fireball drives, the Deskstar XP supports an average seek time of 12 ms. A SCSI-2 model will also be released in May for \$230, said IBM officials.

IBM will also ship in June a 5G-byte, 3.5-inch drive designed for multimedia applications. The \$2,325 Ultrastar AV sports an average seek time of 8 ms and transfers 5M bytes of data per second.

For its part, Seagate will ship a 1G-byte, 3.5-inch drive in April. The dual-platter Decathlon 1080 supports an average seek time of 10.5 ms and will be priced at \$345, said officials of the Scotts Valley, Calif., company.

Seagate will also ship in the third quarter 1G-byte and 2G-byte, 1-inch AV drives, called Hawk 2XL. Pricing has not been set, officials said.

IBM and Seagate will also release 2.5-inch hard drives for portable PCs. IBM's 810M-byte and 1.2G-byte Travelstar XP drives will be available in June for \$590 and \$795, respectively, officials said. Higher-priced SCSI units will ship in July.

Seagate's 810M-byte drive will be priced at \$795 and will be released in April, officials said. Some of IBM's OEM customers that have signed on to incorporate the drive in their notebooks include NEC Technologies Inc., Compaq Computer Corp., and Toshiba America Information Systems Inc., officials said.

## Ankündigung zum Zeitpunkt der Markteinführung

Product Bits: Seagate Introduces Mega-Capacity Hard Disk

84 words

20 April 1995

Telecomworldwire

TWW-20 April 1995-Product Bits: Seagate Introduces Mega-Capacity Hard Disk (C) 1995 M2 Communications Ltd.

SEAGATE has introduced two new disk drives that can store as much as 2Gb of data with a 2.5" drive space. The new unit features thin film heads, partial -response, maximum likelihood read channels and embedded servos. The new Hawk 2XL drives offer nine-millisecond average read seek times and 256 Kb or 521 Kb multisegmented caches.

### 3. Beispiel

#### Produktvorankündigung: Produkt *PlasmaSync 5000W* von NEC

NEC Technologies Introduces 50-Inch Plasma Monitor

1,334 words

9 June 1999

08:45 am

PR Newswire

First Commercially Available 50" Plasma Display

With a Native Resolution of More Than One Million Pixels

Orlando, Fla., June 9 /PRNewswire/ INFOCOMM -- Drawing on its industry-leading engineering expertise and world-class manufacturing resources, NEC Technologies demonstrates its technological prowess in the field of gas plasma monitors with the introduction of the PlasmaSync 5000W.

Equipped with the highest native-panel resolution of any 50-inch plasma display available today, the PlasmaSync 5000W provides users with superior high-resolution image quality, superb color accuracy and flexible color control. The PlasmaSync 5000W also provides built-in scan conversion technology for compatibility with the full array of computer, high-definition video and conventional video signal standards that comprise today's convergence marketplace.

"The introduction of a product as technologically advanced as the PlasmaSync 5000W demonstrates our commitment to customers as the manufacturer of choice for a complete line of visual presentation systems," explained Mike Santiago, director of marketing for NEC Technologies' Visual Systems Division. "In fact, no other manufacturer offers as broad a line of presentation and information display products as NEC Technologies."

As with previous NECT PlasmaSync models, the PlasmaSync 5000W comes housed in a very thin, self-contained cabinet. Designed to provide the most state-of-the-art platform for presentations and information display, the PlasmaSync 5000W is a perfect solution for presentations, meetings, video conferencing and training applications. Furthermore, each of the PlasmaSync displays provides a large viewing screen where previously impossible -- most notably where floor space is at a premium or conditions do not permit the use of a projection device, such as in lobbies, greeting areas and shared spaces within the corporate environment. Its wide, 160-degree viewing angle does not mandate on-axis viewing -- a characteristic that makes plasma displays well suited for viewing by groups of people.

NEC Provides Unique Performance Advantages

The PlasmaSync 5000W is armed with unique features and capabilities such as NEC's patented Capsulated Color Filter technology, AccuColor control system and AccuBlend scan conversion technology.

"With the introduction of the PlasmaSync 5000W, NEC Technologies has raised the bar in plasma technology," said Scott Evans, product manager for NEC Technologies' Visual Systems Division. "Until now, users had to be willing to compromise image quality to obtain a higher resolution and a larger screen size. With the PlasmaSync 5000W, there is no trade-off between accurate, saturated color, high contrast and sharp, readable, high-resolution images. Users will be hard pressed to find better performance and image quality in any other plasma monitor on the market."

#### NEC Raises the Standards of Resolution

A critical reason for the outstanding image quality found in the new PlasmaSync model is the fact that it incorporates the highest native resolution 50-inch plasma display panel (PDP) available in the industry. With a resolution of 1365 x 768, the PlasmaSync 5000W is the only 50-inch gas plasma monitor in the world with more than one million pixels of resolution, which is regarded as necessary for true reproduction of all of today's High Definition video standards.

Furthermore, by incorporating NEC Technologies' exclusive AccuBlend scan conversion technology into the monitor, the PlasmaSync 5000W has the advantage of displaying resolutions up to SXGA with excellent image quality. NEC's AccuBlend intelligent pixel mapping technology allows the PlasmaSync 5000W to display high-resolution images with remarkable accuracy, clarity and readability.

The PlasmaSync 5000W offers signal compatibility with all current 4:3 VESA computer graphics standards up to SXGA at 60Hz non-interlaced as well as the three proposed wide-screen computer graphics standards currently being considered by VESA. The monitor also includes compatibility with all three of the primary HDTV signal formats that are emerging as the predominant HD broadcast standards of the future. Plus, it is compatible with conventional standard definition video signals including composite video, S-Video, NTSC, PAL and SECAM.

The PlasmaSync 5000W also has an intelligent image scaling capability that enables the monitor to display conventional 4:3 format video and computer graphics content in one of four different modes on the wide aspect 16:9 screen. Built-in image scaling modes include Normal, Full, Stadium, and Zoom for a wide range of viewing options.

#### Truer Colors

Users looking for realistic color reproduction in a plasma monitor need look no further than the PlasmaSync 5000W. In order to offer the truest color possible, NEC Technologies incorporates its patented Capsulated Color Filter (CCF) technology into the new monitor.

CCF is an array of color filters aligned with the red, green and blue pixel elements and bonded into the front glass of the plasma panel. CCF attenuates unwanted spectral emissions that are the byproduct of the discharge cycle within the individual pixels of the plasma panel. The result of CCF is realistic color rendering and improved contrast and the virtual elimination of the yellowish cast found commonly found in PDPs that do not include CCF technology.

Users looking for even more control over their display's color are able to simply and accurately adjust on-screen color temperature settings through the monitor's AccuColor control system. Another NEC exclusive, AccuColor allows users to select one of three preset color temperatures as well as make adjustments to red, green and blue levels to customize color settings to match their application requirements or personal preferences.

#### A Host of Standard Features Leaves Nothing To Be Desired

Users also will find the PlasmaSync 5000W loaded with standard features such as RS232-compatible serial connection, intelligent image scaling, handheld wired/wireless remote control, on-screen menu system, multiple inputs, built-in audio amplifier and a variety of wall, ceiling and tabletop mounting options.

The PlasmaSync 5000W includes a multi-function handheld remote that provides complete control for source selection and on-screen menu operation. An optional Learning Remote Control with LCD touch panel operation is also available. The optional remote offers a programmable learning function to control up to six other input devices such as DVD players, laser disc players or VCRs.

For a true multimedia experience, the PlasmaSync 5000W includes a built-in 10-watt stereo amplifier. A pair of PlasmaSync Twin Speakers that seamlessly integrate with the monitor's cabinet are also available as an option.

### Shipping and Availability

The PlasmaSync 5000W display will be available in July of 1999, and will be sold through NECT's network of authorized AV Integrators and Specialty Value Added Distributors. For more information on the product, customers can call 800-NEC-INFO, contact FastFacts(TM), NEC's automated facsimile information system, at 800-366-0476, or via e-mail at [plasma@necotech.com](mailto:plasma@necotech.com).

## **Ankündigung zum Zeitpunkt der Markteinführung:** Produkt *PlasmaSync 5000W* von NEC

PR Newswire

July 16, 1999, Friday - 14:02 Eastern Time

NEC Technologies Begins Shipping 42- and 50-Inch Plasma Monitors

Section: Financial News

Length: 644 words

Living up to its reputation as the leading supplier of "next generation" products for the presentation and information display industries, NEC Technologies' Visual System Division today began shipping its award-winning gas plasma monitors, the PlasmaSync 4210W and PlasmaSync 5000W.

"Our new plasma display products are being shipped in the reliable and consistent manner customers have come to expect from NEC," said Mike Santiago, director of marketing for NEC Technologies' Visual Systems Division. "Availability of high-performance products such as these reaffirms our dedication to providing the industry with the most advanced and complete line of quality visual presentation products."

Both products were formally debuted last month at InfoComm International 1999 in Orlando, Fla. The latest addition to NEC's PlasmaSync 4200W series, the PlasmaSync 4210W is produced from its world-renowned plasma production facility in Kagoshima, Japan. The PlasmaSync 5000W is the first 50-inch gas plasma monitor to offer more than one million pixels of resolution, providing the sharpest image available on a large screen.

The super-thin, self-contained design of both monitors provides a state-of-the-art platform for presentations and public information display, allowing cutting-edge impressions to be made on a large viewing screen in locations where floor space is at a premium. Applications for PlasmaSync displays range from lobbies and boardrooms to executive offices, airports and even medical training facilities.

According to Scott Evans, product manager for NEC's Visual Systems Division, the gas plasma monitors offer nearly perfect color and image quality through NEC Technologies' exclusive Capsulated Color Filter technology, AccuColor control system and AccuBlend scan conversion technology. "In addition, the PlasmaSync 4210W and PlasmaSync 5000W accept signals up to SXGA and are compatible with all three of the primary HDTV signal formats," he explained.

For Additional Information

The PlasmaSync 4210W will be priced at \$12,500 (SRP) and the PlasmaSync 5000W will be priced at \$23,000 (SRP). Both plasma displays will be sold through NEC's network of authorized AV Integrators and Specialty Value Added.