



## Stanford eCorner

### Handspring: Envisioning the Future

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Video URL: <http://ecorner.stanford.edu/videos/44/Handspring-Envisioning-the-Future>

Hawkins discusses how the cell phone took over mobile devices in the realm of personal computing. He projects where Handspring will go in the future with this transition.



#### Transcript

Here's when we decided something. I'll just complete the story here. We kind of realized very early on when we started Handspring that the future personal computing was going to be mobile devices but the cell phone was the winner. And the cell phone had already taken that premier spot. So, the work we've done with hand held computing was going to become merged in with what the cell phone was. That is, the functionality of a platform device with good information access was going to become part of the cell phone and not two separate devices. So we started down the path at Handspring to go in that direction. And we are today, undergoing a 'gut-wrenching' change in Handspring. We started to reorganize the business. And we're now in the communicator cell phone business.

This reminds me very much of what Intel went through in 1980 and '81. So, our current product line is really focused around the Treo which is a cell phone / communicator product. This is where I'm going to slide to what we're doing today. We are basically, trying to make a business. Last quarter, we did \$35 million in Treo business which was our third quarter. Which is pretty good but still not good enough for Wall Street, I suppose. We are basically moving in a completely different business with different distribution models, different manufacturing issues, different development cycles, different certification issues. It's a completely different log in. It looks similar to the stuff we've done before but it's really hard. And it's a difficult transition for us to make but we're going through it.

We're sliding through it. And I think, we're going to come out the other end. I'm very excited about this business. I still think there's a lot of opportunity to innovate and to make good products that people around the world can use for personal communications and data access. And I really do believe that these are the future of personal computing. And I could talk about that way too long.