



Stanford eCorner

International Markets

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According to Wirt, Europe is ahead of the US in cell phone use. An example of this is the popularity of Bluetooth in Europe and its relative obscurity in the states.



Transcript

So the question is about differences in international markets and Bluetooth as an example. Bluetooth is a great example. People in the U.S. can't spell Bluetooth. They don't know what Bluetooth is. The awareness is like almost nothing and if you talk to retailers for example about if a product has Bluetooth, that's how we talk the funk, they are like--I mean they kind of know what it is but they don't really care whereas Europe says like, "Your next product if you don't do Bluetooth like we're not picking it up." in terms of our sales group that's in Europe. In that particular instance Europe is ahead of the U.S. by a lot in cell phone use. A lot more people have cell phones; they use it for more things. The laws are ahead by a year or two in terms of requiring hands free capability and Bluetooth is the main way you've got that.

So there are international differences, Bluetooth is a good example. Bluetooth is going to happen here because I just think the laws requiring hands free capability in cars are going to happen here in the next year or two and the cars are happening. So like every model of BMW now has Bluetooth in it, all the new Acura's have Bluetooth in it and as people buy those products are going to know what Bluetooth is so that's a good example; that might be the best example.