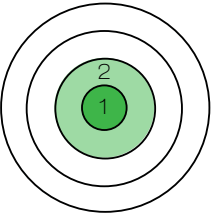
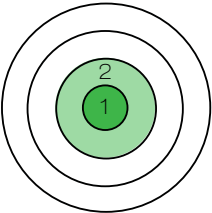
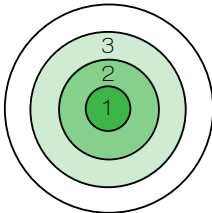
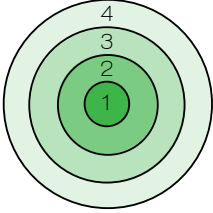
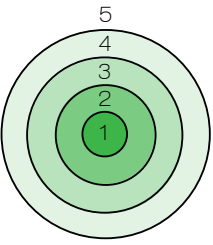


	<b>Wave 1</b> Tease / Pre-Order	<b>Wave 2</b> Announce	<b>Wave 3</b> Promotion	<b>Wave 4</b> Key Features	<b>Wave 5</b> Net New
<b>Target Audience</b>	 <ol style="list-style-type: none"> <li>1. Early adopters</li> <li>2. Analysts &amp; press</li> </ol>	 <ol style="list-style-type: none"> <li>1. Early adopters</li> <li>2. Analysts &amp; press</li> </ol>	 <ol style="list-style-type: none"> <li>1. Early adopters</li> <li>2. Analysts &amp; press</li> <li>3. Majority</li> </ol>	 <ol style="list-style-type: none"> <li>1. Early adopters</li> <li>2. Analysts &amp; press</li> <li>3. Majority</li> <li>4. Laggards</li> </ol>	 <ol style="list-style-type: none"> <li>1. Early adopters</li> <li>2. Analysts &amp; press</li> <li>3. Majority</li> <li>4. Laggards</li> <li>5. Net new</li> </ol>
<b>Product Message</b>	We can't wait to see what you'll do with it.	<p>It's here!</p> <p><i>[Product hero shot]</i></p> <p>We can't wait to see what you'll do with it.</p>	Promotional offer, as needed, to drive end-of-quarter revenue.	<p>Product by product:</p> <p><i>[Product hero shot]</i></p> <p>New features &amp; benefits.</p>	Reach out to net new customers through targeted media.
<b>Brand Affinity Message</b>	<div style="border: 1px solid black; background-color: #e0f2f1; padding: 10px; text-align: center;"> <p>Back and forth between company and customer creates better products/work. (We share a passion for better.)</p> </div>				

**Please wonder.**