

BRIEFS

Waypoints Release 10.1 ... January 6, 2006

What's *Waypoints Briefs*?

Waypoints is now subscription-only. We will be sending those of you who are on our original Beta list but who have not yet subscribed a quick 2-page *Waypoints Briefs*, which will give you a quick upshot on what's in the current release of *Waypoints*.

We'd love for you to subscribe to *Waypoints* and join us on our journey to make sense of the sometimes overwhelming and confusing world of global tech, telecom and media.

To join, simply email: davidh@coburnventures.com, and we'll get you all set up ... or visit us at www.coburnventures.com...

"Consumer technology sales are broken. Retailers' traditional approach of lining up racks of products at the lowest price isn't cutting it. Digital experiences are too complex, and technology is changing too rapidly ... Apple's legacy is not just about cool products; it's about recognizing the need for an end-to-end digital experience." ...MacDailyNews blog quoting Forrester's VP Ted Schadler

In *Waypoints 10.0* this week:

- **About Change: The "Emerging Embarrassment" Investment Philosophy:** If we can figure out what will be the biggest sources of society's embarrassment in the next 5yrs, we can make a lot of money. So, what technologies will we be embarrassed about not having adopted in 2011?
- **Stocks in Focus:** We dig into our Digital Demographic Revolution theme ...
 - **Apple:** Is it just a "hot product" company? And just how important are these retail stores?
 - **Salesforce.com:** What will it take for CRM to grow into its 150x valuation?
 - **Semiconductors:** Why did large caps outperform in 2005?
- **Upcoming Catalysts** → MacWorld; Sun Earnings; Intel & AMD Earnings; ACS Earnings.
- **Always-On** → From Couch Potatoes to Mashed Potatoes. ... full blog available at www.alwayson-network.com

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"Research Fellow of the week"

Timothy Prickett Morgan



Timothy Prickett Morgan is President of Guild Companies Inc and Editor in Chief of its IT Jungle publications.

A snippet from Tim: "I have been keeping a keen eye on the midrange system and server markets for 16 years now, and I am still not bored. I have buried my share of publishers over the years, but I have always, thankfully, had the same job: writing about servers and operating systems"

...more on Tim at...
http://www.coburnventures.com/Research_Fellows/Index.html

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What's Pip reading?



Title: *A River Sutra*

Author: Gita Mehta

Pip's Take: *"A recommendation from Terry Pearce. I find eastern-based novels helpful in expanding my sense of the world as holistic.. I keep a steady diet since linear thinking doesn't seem to get us very far at all and will likely be further discredited during the next two decades"*

Next Book: *The Clash of Civilizations* by Samuel Huntington

Last Week's Always On:

*Hey, the Old New Economy is
Also the Free World ...*

"Consider this an open letter to technology. If Time was able to name the computer "person of the year" in the early 80s, I see no reason not to write an open letter to the vague concept known as technology. Here goes: Dear Technology, Thank you for everything, including this inadequate list of 10 favorites:

*... 6. Thank you for: the Apple Store. My long-time comrade Faye asked her Three - and-a-half-year-old Joey what one of her favorite things to do was when tucking in to bed, and Joey said, "Going to the Apple store." Me too! I love the Apple store. It is the Starbucks of the electronics world, and with only 130 or so stores open today—as compared with 700 Best Buys, and with sales per unit having jumped from \$9 million a few years back to \$23 million now—it is highly highly likely that we'll see more of 'em. Apple is no longer a religious statement. It is a statement about cool and simple—even when it isn't so simple!
"... pip ... alwayson-network.com, wk ending December 16th*

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