

ED PRYOR: Becky, you don't understand how competitive this market is! The update speed is terrible, and switching between functions is just— ALLEN ROTH: Come on, don't start talking speed now. We are late to market and we'd be pricing at a substantial premium. ED PRYOR: Well, my sales managers are going to be fuming. And is the product superior enough to justify that premium? I've been trying out prototypes and I'm concerned about the speed. We were clear from the start that we would trade some speed to get new functionality features. Fiero told them Aerial would be available at \$ 400, and now you are talking about minimum of \$75 more than that.