

Meet Debbie Carlton

Director of Marketing, NSG

Since I accepted the position of Director of Marketing for the Newton Systems Group in the fall of 1996, I have been focused on rebuilding the marketing organization, putting all of the marketing mechanisms in place to ensure a successful launch of the Message Pad 2000 and eMate 300, developing a product road map for future Newton products, and creating program plans to support our partners. My vision for Newton-based products is to create a family of hardware products and a single, robust operating system from which licensees and Apple can build complete customer solutions. One of the key strategies I am implementing to reach this vision is to understand via focused customer research, the unique problems that our customers experience related to mobile computing. With the customer at the center of our design targets, we will apply the most innovative designs and state-of-the-art technologies to develop winning products.

A key element in understanding our customers' needs and experiences is gathering data on the solutions they want to employ. I believe that our developers are critical to our products' success in the market. Without the availability of top notch applications and solutions, the MessagePad 130, the MessagePad 2000, the eMate 300 and all future Newton products will not provide complete solutions to customer problems. For this reason I have made it a priority in Newton Marketing to create robust developer tools as well as supportive developer and VAR/SI programs.

With a customer driven product road map coupled with robust solutions, the last leg of the marketing equation is promotion. To this end we are designing new advertising campaigns for the MessagePad 2000 and eMate 300 aimed at the mobile business professional and K-12 institutions, respectively. We've had our PR engine working hard since October creating interest in the marketplace and communicating the key customer benefits of our products over the competition. PR will continue to be central to our outbound marketing efforts given the cost effectiveness of this medium. We are constantly looking for newsworthy items related to customer adoption of the Newton technology, innovative implementations of our products, new software applications and solutions, and awards and prizes earned based on our own engineering efforts as well as

those of partners and licensees. We are also enhancing our web presence and want to develop links between the Newton web site and sites of our developers, VARs/SIs and licensees. Finally, we are redesigning our merchandising and collateral materials and participating in a variety of trade shows around the world to communicate the messages about our exciting new products.

We look forward to a timely and successful launch of the MessagePad 2000 and eMate 300 into our distribution channels. We plan to maintain interest and generate demand for our new products by a combination of all outbound marketing elements. Finally, we plan to add other exciting Newton products to our portfolio later in 1997 and 1998.