

What's Happening in the Workstation Market?

Participate in a series of Focus Groups administered by leading industry professionals ... and discover for yourself!

Digital is having a major impact on every market segment, from music recording to direct broadcasting into the home. A key component in the majority of today's leading-edge recording and production facilities is the Digital Audio Workstation, being used to provide enhanced quality recording, editing and processing of a wide variety of applications.

But important questions still remain: What is the best system to purchase for the job that the customer needs to do? What are the strengths and weaknesses of the many different systems currently being offered? What does the customer want to accomplish and how? What features are crucial and which are unnecessary?

Each product has its own idiosyncratic combination of user interface, data storage, input and output formats, expandability, DSP functions, and so on. Such diversity has brought about a confusion that only the most dedicated analysts can decipher.

Why are we pitching you?

Your job is to identify the potential market and determine how your products are perceived by that market in relation to your direct and indirect competition. Why will your customers choose your product over another, competitive brand? We can provide you with current user opinions and feedback to aid your analysis and decision making.

We will hold a series of targeted Focus Groups in the Los Angeles area, specifically designed to throw some light on this often confusing subject. Our aim is to help you sort out these questions, and deliver appropriate solutions that can be incorporated in your current product or next-generation systems.



SOME OF THE QUESTIONS WE'LL ASK:

- What is the best platform for customers? Mac OS or Windows NT?
- Is Cross Platform Connectivity a vital feature? Why?
- Is File Format Compatibility important now, or in the future? Why? What factors?
- Is Open Media Format Interchange (OMFI) of major importance in buying decisions? Why?
- How do customers want to work? The Ideal interface?
- Issues of expandability and compatibility.
- DAW versus Tape — What is the ideal situation? Impact of ADAT and DA-88. Strengths/weaknesses of these formats

The Results Are Now In!
Contact Mel Lambert or Phil Moon for more details — you should not miss this Marketing Report on workstations and hard-disk recorders.

What are we offering?

A targeted market research study on today's Digital Audio Workstation consumer. Qualified buyers and users attending a series of Focus Groups will address a number of relevant topics covering all aspects of Digital Audio Workstations, including:

- *Product Definitions.*
- *System Configurations.*
- *File Formats and Compatibility.*
- *Contemporary and Future Applications.*
- *Current Brand Awareness.*
- *User Interfaces.*
- *Service and Sales Support.*
- *Advertising and Marketing Dimensions.*

In addition, all respondents will fill in a comprehensive Questionnaire telling about their use, ownership, and opinion of current products.

When will these Focus Groups be held?

Early April, 1997, in the Los Angeles area.

Who is involved in the project?

Phil Moon, president of Loft Marketing, and **Mel Lambert**, consultant and principal of Media & Marketing.

What will subscribers receive?

- **1** Objectively compiled information on the current workstation market.
- **2** A study focused on the buyer for these products; their operational wants and technical needs.
- **3** Timely market information, gathered and delivered in April.
- **4** Data compiled and analyzed by industry experts, with summaries and recommendations for product and marketing opportunities.
- **5** Videotapes of the sessions and extensive documentation that includes respondent comments, key recommendations, user profiles, and summaries.

We will also ask for your assistance in compiling the list of questions for the general focus groups and questionnaire.

Do you have a proprietary question?

A limited number of subscribers will be accepted for this important study, because each subscriber will ask one proprietary question. The videotape and text from this question will be held confidential to that subscriber.

What will it cost?

The cost per subscriber is just \$2,500, including videotapes of both sessions, extensive documentation, and the answer to your proprietary question. These same focus groups held by a single company could easily cost four to five times this amount.

A limited number of subscribers will be accepted on a first-come basis. Terms of the subscription are \$1,250 due on April 1, with the balance due 30 days after we deliver the research to you. The identity of all subscribing companies will remain **confidential**.

Where do I get more information?

Call Phil Moon at (310) 640-8610 or Mel Lambert at (818) 753-9510 for any questions, and **C**to be included in this research. Alternatively, Email to philmoon@aol.com or mediapr@earthlink.net.