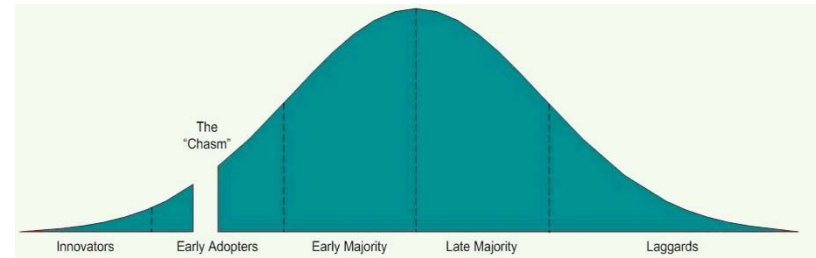


Know Thyself



Innovators: Aggressive technologists who pursue technology

Early Adopters: Embrace the promise of technology—and the risk

Early Majority: Value technology's promise, but want proof

Late Majority: Reluctant to embrace technology until its established and proven

Laggards: We don't need no stinking tech