

ICME 10 – Copenhagen – July 2004

- *International Conference for Mathematics Educators.*
- *Every 4 years, worldwide audience.*
- *HP calculator team decided to attend*

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- *Casio advertised Classpad 200*
- *TI promoted graphing and CA*
- *HP showed as consumer electronics*

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- *Casio with many workshops*
- *TI with Computer Algebra docs.*
- *HP only publicity leaflets*

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- *Casio had numerous workshops*
- *TI had a comfortable booth*
- *HP asked me for one workshop, but told no-one about it*

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HP need to learn

- By experience*
- By studying the market needs*
- By hiring expert/s*
- By asking former calculator teams*
- By talking to enthusiasts!*