• International Conference for Mathematics Educators.
• Every 4 years, worldwide audience.
• HP calculator team decided to attend
• Casio advertised Classpad 200
• TI promoted graphing and CA
• HP showed as consumer electronics
ICME 10 – Copenhagen – July 2004

• Casio with many workshops
• TI with Computer Algebra docs.
• HP only publicity leaflets
ICME 10 – Copenhagen – July 2004

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

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