

Session 09.

Sony AIBO (Tuesday, February 22).

Discussion Questions

1. What is the appeal of AIBO to customers in Japan? US? Which customers?
2. What, if anything, is AIBO's competition? Honda's ASIMO? Teckno the Robot Puppy?
3. How does Sony plan to make money with AIBO in the future?
4. What is Sony's product development strategy for AIBO?
5. How would you answer Yazawa's five questions?
 - a. Mass market?
 - b. Marketing campaign?
 - c. Lovability vs. functionality?
 - d. Technological evolution?
 - e. Pricing?

Case Reading

Sony AIBO: The World's First Entertainment Robot (9-503-095)

Background Reading

Disruptive Technologies: Catching the Wave (HBR 95103)