

Current Alerts & Channel Alerts

Current Alerts provide rapid analysis of significant events in the market:

- New product releases
- New pricing
- Promotion activity
- Trade show coverage
- New sales channels, etc.

Channel Alerts provide analysis of noteworthy events and trends within the retail channel:

- Store layouts
- Geographic expansion
- Product and category shifts
- Alliances

Assess the impact and significance of these events within the market

Current Analysis
CurrentALERTs | Scorecards | Promotions | Performance Reports

Richard Mendis [June 08, 2005] Preferences

Samsung Announces Pro815 SLR-Type

ALERTS
• EU - Digital Cameras
• All ALERTs

Type: Product Release
Analyst: Tim Gagnon, Michelle Cowan
Report Date: June 07, 2005
Product Category: EU - Digital Cameras

Announcement Summary
Samsung Europe has announced one monster of a digital camera that is packed with all kinds of features that are certain to appeal to a wide audience. The new Pro 815 offers 8-megapixel resolution, a 3.5-inch main LCD (this is not a misprint), and a 1.44-inch secondary LCD on the top of the camera for top-down viewing. Additionally, the SLR-Type Pro 815 offers 27 optical zoom lenses to operate manual zoom, focusing, and EV compensation to attain 15x optical zoom. The camera features Schneider-KREUZNACH optics.

Product Metrics

Mfr.	Model	Resolution	Optical Zoom	Max Res.	Scene Modes	ESP
Samsung	Pro815	8.0MP		3264x2448	11	GBP 600/ approx. \$1099

Current Analysis
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Richard Mendis [June 08, 2005] Preferences

Best Buy Begins to Roll Out More Customer-Centric Stores

ALERTS
• US - Retail
• All ALERTs

Type: Information
Analyst: Store
Report Date: June 02, 2005
Product Category: US - Retail

Announcement Summary
Best Buy has announced that it will convert concept stores have been limited to California professionals, suburban moms, game players.

Analytical Summary
Current Perspective: Best Buy has announced that it will convert concept stores have been limited to California professionals, suburban moms, game players. Best Buy is the market leader and its future depends on the success of this very large gamble.

Service Info



Primary Audience
Marketing
Retail Sales
Product Managers
Category Managers

Benefits

- ✓ Stay informed of significant events within your market as soon as they happen
- ✓ Understand the importance of these events and how they impact your business
- ✓ Helps you determine how to respond to the event

Current Analysis

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