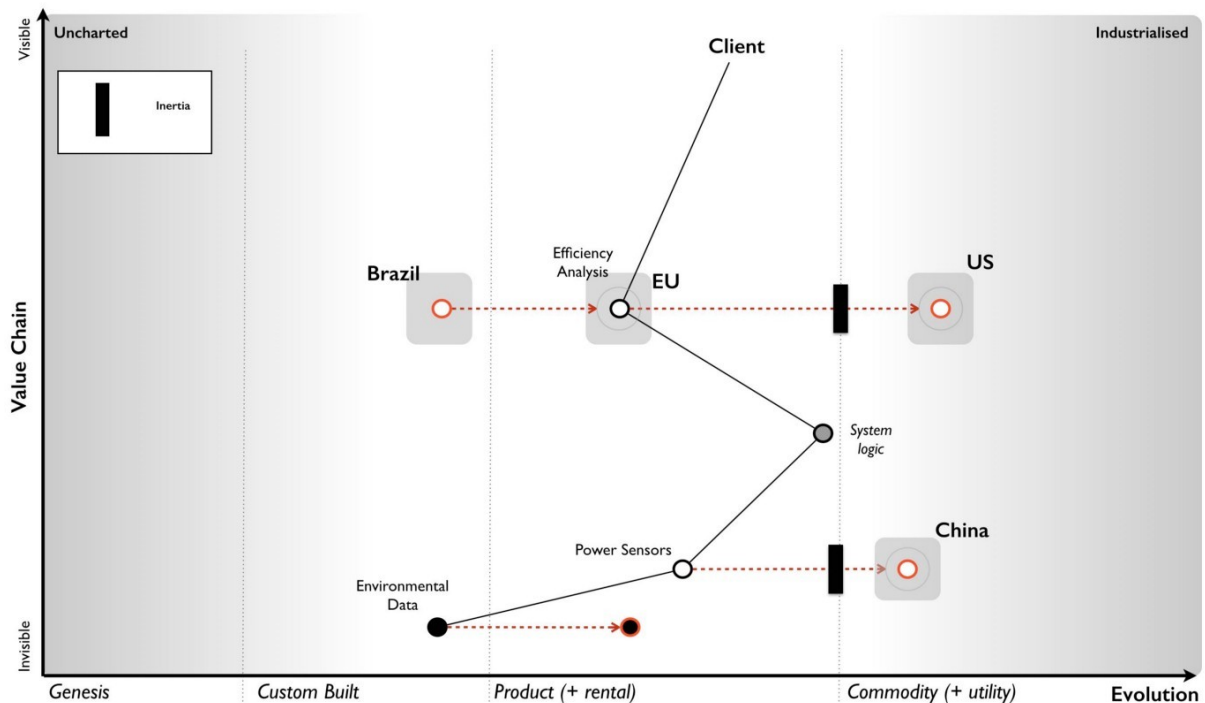


resistance to change here as well. We should add this inertia to our map (figure 171).

Figure 171 — Adding inertia.



In our market, we have a US player that is also operating in the more mature US market. They are already providing features we do not (we will assume this meets some user need which we might possibly not be aware of), they have companies building novel components and potentially products on top of their API and the system they are offering is more of a utility.

It's still based however on the expensive sensors and we can assume they have developed their own system logic which is equivalent to ours. I've added this into figure 172.