

S.NO	PRODUCT NAME	YEAR STARTED	YEAR END	REASON FOR FAILURE	USED FOR
1)	NOKIA LUMIA	2011	2017	Poor app ecosystem late adaptation to andriod Limited Developer support	Smartphone
2)	GOOGLE GLASS	2013	2015	Privacy concerns High cost Limited realworld applications	Augmented Reality
3)	SONY BETAMAX	1975	2002	Competition from VHS High production costs limited recording time	Video Recording
4)	ZUNE	2006	2011	Strong competition from ipod poor marketing lack of innovation	Digital Music Player

## THINGS TO FIX THE PRODUCT

Adopt Android Encourage  
developer support Improve  
marketing

Reduce cost Improve usability  
Address privacy Issues

lower costs Improve  
recording capacity better  
marketing

Better marketing more  
innovation improved user  
experience