



# TRANSCRIPTS

## Brand Tech Forum 2000

September 14 | 15  
The Fairmont Hotel  
San Jose, California

THE WALL STREET JOURNAL.

**Walter Mossberg**  
Personal Technology Columnist  
*The Wall Street Journal*  
*The "Unstrung" Heroes of Communication*

**Satjiv S. Chahil**  
Chief Marketing Officer  
Palm, Inc.

MOSSBERG: ...I want to introduce Satjiv Chahil. Satjiv and I have known each other a long time. He is a through and through, marketing, and branding, and product positioning man. If you will notice, Apple may have a five or six percent share of all the PCs in the real world but they appear to have eighty-nine percent share on television, on sitcoms, on movies. A lot of that is Satjiv's doing from the days when he was at Apple. He was really one of the most clear thinking and creative people, even in the darkest days of brain dead Apple management, which is why I think he eventually left. Then he went over to Sony - I'm probably understating his career - but he went over to Sony where he had a lot to do with the launch of the real successful, I think, branding efforts which was the VAIO computers. And particularly the little VAIO laptops. I can remember having a very excited lunch with him at one point where he was showing me this thing. And now he's marketing at Palm, where he has a lot of thoughts, I know, about both the question of how to establish Palm's own brand and maintain it and refine it and grow it. And also the question of how can people use Palm devices as well as Qualcomm devices and RIM devices to sell their own products and establish their own brands.