

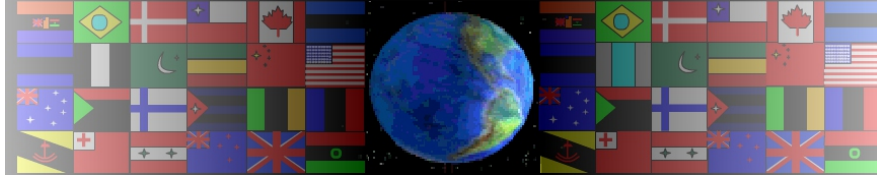
WHAT IS TECHNOLOGY PUSH ?

WHAT IS MARKET PULL ?

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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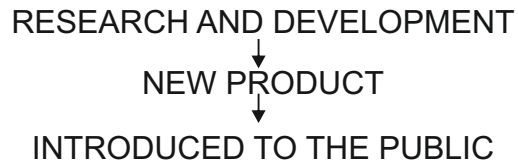
WHAT IS TECHNOLOGY PUSH ?

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WHAT IS TECHNOLOGY PUSH?



Technology Push is when research and development in new technology, drives the development of new products.



Technology Push usually does not involve market research. It tends to start with a company developing an innovative technology and applying it to a product. The company then markets the product.

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E.G. OF TECHNOLOGY PUSH

Touch Screen technology appeared as published research by E.A. Johnson at the Royal Radar Establishment UK, in the mid 1960s. The technology began to attract research and development funding. In the 1980s, Hewlett Packard introduced a touch screen computer. 1993 hand writing recognition introduced - Apple's Newton PDA. 1996, Palm introduced its Pilot Series. Touch screen technology now seen in smart phones.

1993
APPLE NEWTON
PDA



1996
PALM SERIES



2012
SAMSUNG
GALAXY



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1. What is Technology Push? 2 marks

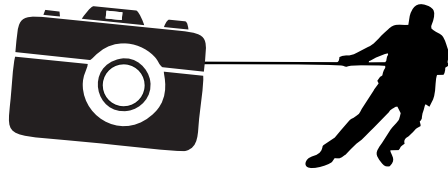
2. How has the development of Smart Phones, been the result of Technology Push ?

4 marks

WHAT IS MARKET PULL ?

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WHAT IS MARKET PULL?



The term 'Market Pull', refers to the need/requirement for a new product or a solution to a problem, which comes from the market place. The need is identified by potential customers or market research. A product or a range of products are developed, to solve the original need.

Market pull sometimes starts with potential customers asking for improvements to existing products. Focus groups are often central to this, when testing a concept design or an existing product. www.technologystudent.com

E.G. OF MARKET PULL



The digital camera. Twenty years ago, there was a 'market' requirement for a camera that could take endless photographs, that could be viewed almost immediately.

Market pull (market need) eventually led to electronics companies developing digital cameras, once miniature digital storage, processing power and improved battery performance was available. Market pull ensured that photo editing software also developed, in parallel with the development of digital camera technology. www.technologystudent.com

1. What is Market Pull?

2 marks

2. How has the development of Digital Camera, been the result of Market Pull?

4 marks
