



EXHIBIT 4-7 This technology roadmap shows the life cycles of several digital photocopying technologies and identifies which technologies would be used in each product. For the Lakes platform, Xerox selected technologies for critical functions that could be extended to the higher speeds and color capability required of its derivative products.

rejuvenate the product portfolio (Christensen, 1997). Some criteria for evaluating fundamentally new product opportunities include:

- Market size (units/year × average price).
- Market growth rate (percent per year).
- Competitive intensity (number of competitors and their strengths).
- Depth of the firm’s existing knowledge of the market.
- Depth of the firm’s existing knowledge of the technology.
- Fit with the firm’s other products.
- Fit with the firm’s capabilities.