

## Competitive Analysis for M.P.E. Device

Because we are working with a new technology and developing a new system, there is currently no direct product competition in the market. However, there is still relative competition present in the form of alternatives and potential market entries.

### USB Flash Drives

External USB Flash Drives have been established as a primary instrument for portable data storage and transfer. They appeal to the public because they are compact, reusable, and easy to manage. Portable Flash Drives range in price from \$12 to \$600 for a single unit and have a range in memory capacity of 64MB to 64GB.

The USB flash drive is a great tool, however, it is fairly uninteresting in terms of its operating system. The MPE takes the USB flash drive concept and gives it a unique direction that is more engaging with its users. The MPE can be used as a standard USB flash drive, however its initial intent is to deliver its customers with a unique music experience.

Due to their standard motherboard layout, USB flash drives can be easily adapted for novelty and promotional gifts. Care has been put into the design of the MPE's motherboard in order to ensure that it follows a similar evolution. Casings can be easily designed to cater to specific demographics.

**Weaknesses:** No unique software. Simply storage.

**Strengths:** Cheap, easy to manage, compatible with most systems, small, reusable.

### Online Radios

Online radios have become an increasingly popular way for the public to discover and enjoy music. Companies like *Pandora*, *Last.fm*, and *Slacker* are the leading Internet Radio Services that implement automated music recommendation. They provide an appealing, free service that is essentially effortless for its users. One can simply type in a desired artist, and they will receive an infinite stream of music composed of songs with comparable attributes including melody, harmony, instrumentation, rhythm, and more.

These companies have acquired vast music libraries that institute a suitable level of variation. However, because their system is managed by programmed software, the selected recommendations often become repetitive and formulaic. The iBuddle (MPE) Community is meant to generate genuine



variations and combinations. The MPE puts the control back into the public's hand and reestablishes the human interaction in music.

The user has limited control when working with online radios. The service is obsolete when one has no connection to the Internet. Though network connectivity elevates The MPE experience, it is not dependent on it. The device can be enjoyed at all times.

**Weaknesses:** No control, not very profitable, unusable without Internet access, can't be shared, repetitive, formulaic.

**Strengths:** Free, vast library of music, effortless,

### **Recordable Compact Discs (CD-R)**

Recordable CDs are still a dominant tool for exchanging music and "mixes". The unit price is currently very low, which relieves the consumer of any concern of loss, damage, or bestowment. Modern programs have made the process very simple for users.

**Strengths:** Cheap, simple.

**Weaknesses:** not reusable, small capacity, few listen to cds anymore.

### **Belkin/Griffin**

Potential competitors. No immediate product competition. Leading third party developers for iPod Accessories. Provide customers with cases, batteries, speakers, cables, etc.

