



PRESS RELEASE

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Midior Introduces ProductScan^ä New Service Accelerates Time-To-Revenue for Innovative Products

Cambridge, MA - - May 20, 1999 - - Midior, a management-consulting firm, announced today its ProductScan™ service designed for companies that develop complex and innovative products and services. ProductScan helps organizations increase their chances for success with innovative and emerging technologies by giving them a way to measure progress, identify risks and coordinate conflicting priorities. ProductScan produces a detailed “snapshot” of a product or service, exposing the underlying obstacles to success.

The ProductScan service focuses on two quantifiable components: business and market alignment. Following an initial Discovery Workshop that rates the product or service against five key success parameters, the business alignment component of ProductScan assesses the product and plan against management objectives (e.g. market leadership, profitability). The market alignment component assesses the product’s maturity relative to the market stage in the technology adoption cycle.

Finally, based on these inputs, ProductScan generates a risk/reward equation as defined by three key metrics:

- Product Success Rating
- Business Alignment Factor
- Risk Reward Equation

With the information generated by ProductScan, managers can make actionable decisions that may include keeping the product or service as originally defined, reworking the product, spinning it out, or divesting. (See attached graphic for ProductScan Alignment Analysis)

Once ProductScan is introduced into an organization, the service can be deployed in many situations to help in decision-making about new ventures, acquisitions, and product line extensions. It can be particularly useful to companies with multiple product lines where evaluating risk and reward factors in a quantifiable way can lead to better strategic choices.

An early beneficiary of the ProductScan service is Inforonics, a division of a billion-dollar commercial printer now focused on developing a new generation of enterprise software for digital content management. According to Bruce Buckland, CEO of Inforonics, at Banta, "By definition, ProductScan forces members of different departments such as engineering, marketing, support, and sales to come together and agree on a common mission and objectives, allowing development and marketing efforts to be aligned. Through implementing ProductScan, helped us formulate an actionable plan for growth."

Established in 1996, Midior is a management consulting firm specializing in new markets and innovative products. Midior consultants are trained engineers and seasoned entrepreneurs who have helped companies such as Intel, Inforonics, and CEO Express achieve success with their new technology products and services. More information is available at the Midior web site at www.midior.com.

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