

# TAIC – SIMO business model

# Technology – Access – Interest – Channel

Screen – Internet – Media – Operator

Juhani Risku 2011

Technology reservoir

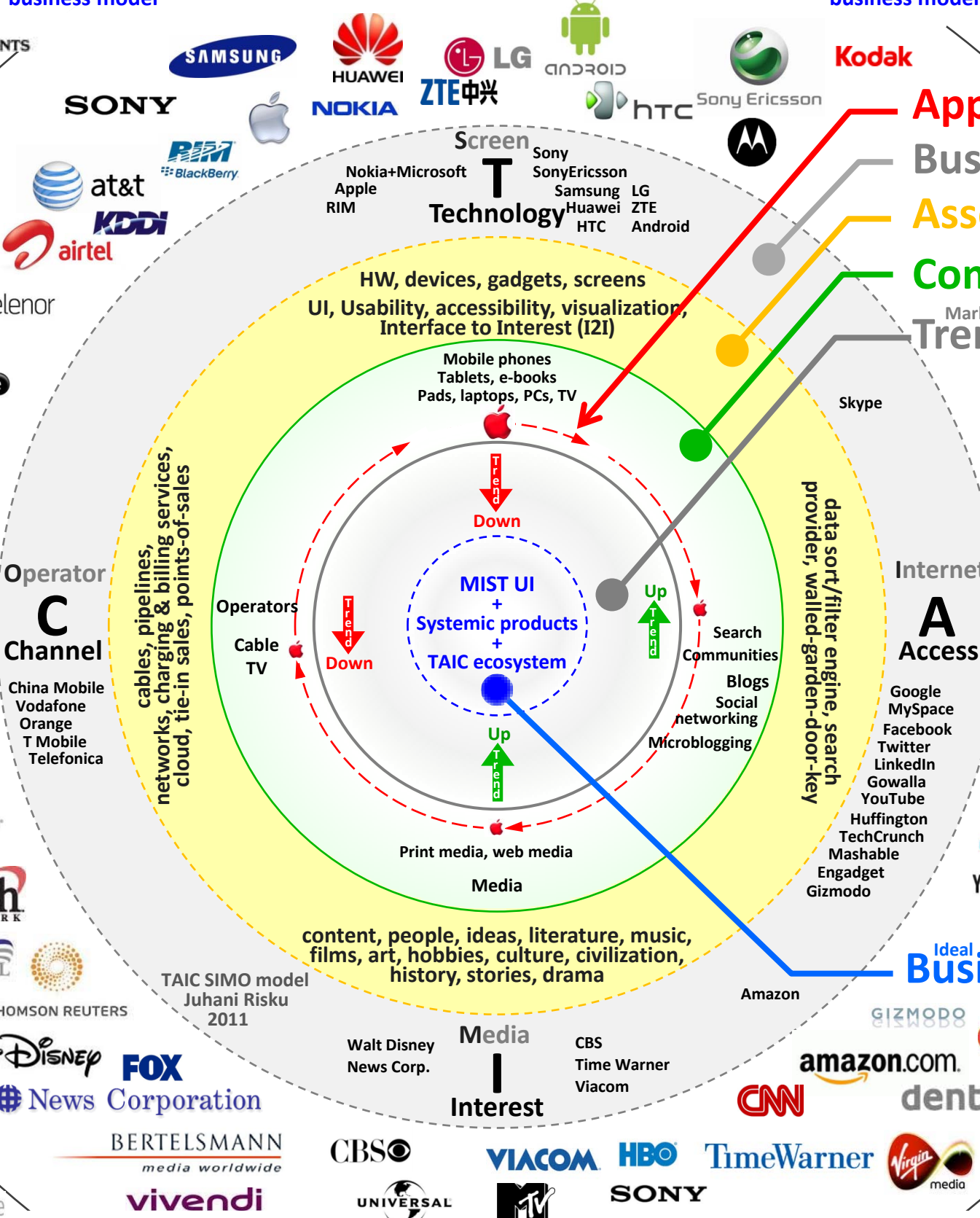
**SIMO** business model  
Screen – Internet – Media – Operator

Technology – Access – Interest – Channel **TAIC** business model

Black Horse reservoir

**Technology reservoir**

Quanta Computer, Panasonic, MOTOROLA, IBM, tsmc, HITACHI, SYNEX, Dolby, FLEXTRONICS, SANYO, CISCO, Canon, TOSHIBA, SHARP, RICOH, FUJITSU, ERICSSON, Alcatel-Lucent, vivo, vodafone, Telefonica, verizon, O2, Capgemini, SAP, NTT Data, EMC2, hp, WIPRO, LIBERTYGLOBAL, THOMSON REUTERS, YAHOO!, SoftBank, CSC, accenture, Sun, Microsoft, ADP, SYNEX CORPORATION, ORACLE, bmc software



**Black Horse reservoir**

RR DONNELLEY, YAHOO!, EMC2, NEC, SAP, ERICSSON, PHILIPS, EMERSON, Panasonic, United Technologies, Hutchison Whampoa, Honeywell, LG, 3M, Canon, SHARP, TOSHIBA, RICOH, FUJITSU, FUJIFILM, HITACHI, Cisco, Skype, Google, Myspace.com, Facebook, Twitter, LinkedIn, Gowalla, Tencent 腾讯, TechCrunch, THE HUFFINGTON POST, Mashable, NETFLIX, Engadget, priceline, YouTube, Expedia, Rakuten, BANDAI NAMCO, ACTIVISION, BILZARD, SQUARE ENIX, Sony, EA, SEGA, ROVIO, Nintendo, THQ, KONAMI, CAPCOM, UBISOFT

Software reservoir

Entertainment reservoir