

Exhibit E

Respondent Choice Predictions for Smartphones Randomized First Choice vs. First Choice

Scenario: Comparing two identical smartphones with different prices

Feature Compared	Price		Dr. Wind's Prediction		First Choice Prediction	
	Option A	Option B	Option A	Option B	Option A	Option B
Price	\$99	\$0	43%	57%	0%	100%
Price	\$199	\$0	31%	69%	0%	100%
Price	\$299	\$0	16%	84%	0%	100%
Price	\$199	\$99	32%	68%	0%	100%
Price	\$299	\$99	16%	84%	0%	100%
Price	\$299	\$199	19%	81%	0%	100%

Scenario: Comparing two equally priced smartphones identical in all but one feature

Feature Compared	Feature		Dr. Wind's Prediction		First Choice Prediction	
	Option A	Option B	Option A	Option B	Option A	Option B
Memory	8 GB	64 GB	35%	65%	0%	100%
Connectivity	Cellular, WiFi	Cellular, Wifi, Bluetooth, Micro USB, HDMI	25%	75%	0%	100%
Number of Apps	150,000	600,000	43%	57%	0%	100%

Source: Smartphone survey data; Declaration of Yoram (Jerry) Wind, October 19, 2012, Exhibits 9, 11, 13, and 15

Respondent Choice Predictions for Tablets Randomized First Choice vs. First Choice

Scenario: Comparing two identical tablets with different prices

Feature Compared	Price		Dr. Wind's Prediction		First Choice Prediction	
	Option A	Option B	Option A	Option B	Option A	Option B
Price	\$359	\$199	41%	59%	0%	100%
Price	\$499	\$199	32%	68%	0%	100%
Price	\$659	\$199	15%	85%	0%	100%
Price	\$499	\$359	35%	65%	0%	100%
Price	\$659	\$359	15%	85%	0%	100%
Price	\$659	\$499	17%	83%	0%	100%

Scenario: Comparing two equally priced tablets identical in all but one feature

Feature Compared	Feature		Dr. Wind's Prediction		First Choice Prediction	
	Option A	Option B	Option A	Option B	Option A	Option B
Memory	8 GB	64 GB	31%	69%	0%	100%
Connectivity	WiFi	Wifi, Bluetooth, Micro USB, HDMI	24%	76%	0%	100%
Number of Apps	150,000	600,000	44%	56%	0%	100%

Source: Tablet survey data; Declaration of Yoram (Jerry) Wind, October 19, 2012, Exhibits 10, 12, 14, and 16