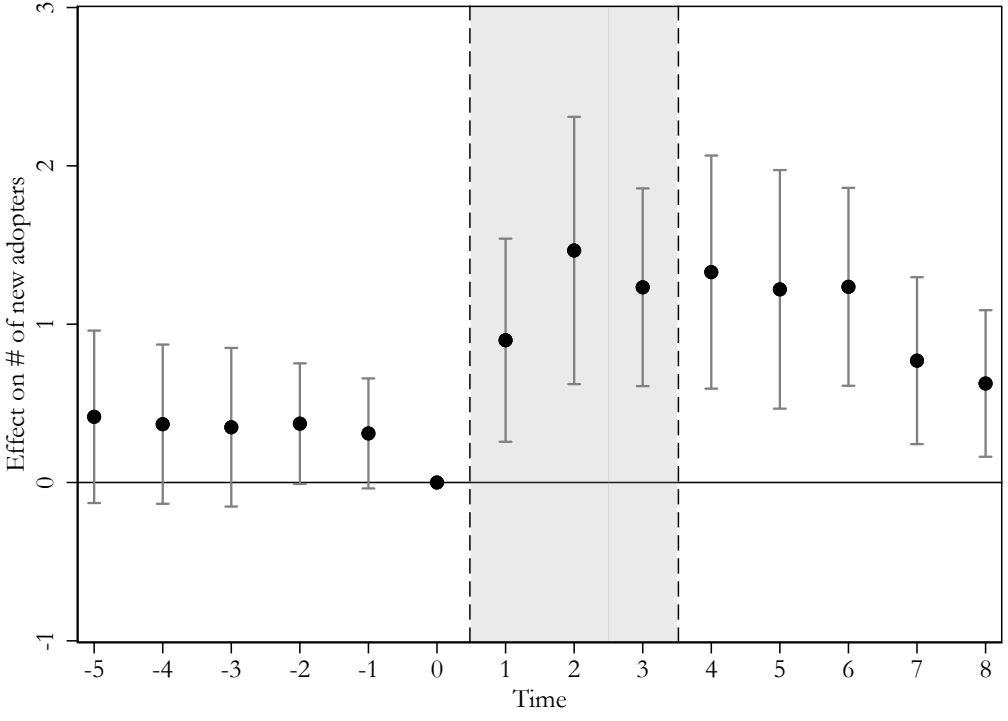
Effect on # of new adopters
3
2
1
0
-1
-5
-4
-3
-2
-1
0
1
2
3
4
5
6
7
8
Time