

## Re: Selling Matlab and Mathematica addons

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- *From:* Ivar Rosquist <[IRosquist@xxxxxxx](mailto:IRosquist@xxxxxxx)>
  - *Date:* 24 Apr 2007 13:58:00 GMT
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On Tue, 24 Apr 2007 14:29:06 +0100, Jon Harrop wrote:

Mathematica's graphics have been backward for many years. I've had hardware accelerated graphics for almost a decade and the latest Mathematica (5.2) still cannot make any use of it.

I believe most CASs are in this situation, except for visualization add-ons.

Personal opinion.

perhaps forgetting that users of such systems, on the whole, are less awed by eye candy than your average Windows user.

Half of the reason I used Mathematica was because it could generate good for-print graphics from code.

Personal inclination.

Since they are a much smaller crowd anyway, it stands to reason that eye candy add-ons for CAS are not likely to be best sellers.

Maybe. We've published a mathematical add-on for time-frequency and presentation software. The time-frequency package sold 40x as well but I still think there is a market for eye-candy add-ons.

Personal opinion.

It would seem that you are trying to sell what you yourself like.

## Re: Selling Matlab and Mathematica addons

The fact that, by your own admission, you are not succeeding all that well seems to imply that maybe that you are out of sync with your target customers, or that your stuff is more expensive than it is worth: We all like eye candy, but a reasonable price.

Also, if you regardless persist on that route, you might consider using non-proprietary tools that works on other platforms, besides MS Windows – chances are that the percentage of non-Windows users of CAS is significantly higher than its general counterpart.

Windows accounts for over half of Mathematica sales. Also .NET makes application programming much easier than anything I know of under Linux.

Well, here is your answer. If you can develop something that does not depend on .NET and works under, say, Linux and Mac, besides MS Windows, you might try and see whether a large chunk of the half you are currently ignoring is more receptive than the MS Windows half.

As for the difficulty – you seem to have a Ph.D., which would imply that you can learn better and more complicated things than the non-Ph.D. population.