

the effective lock time of the Model 700 EV should be close to zero, further enhancing accuracy.

The use of electronics on firearms is expected to meet some resistance from the traditional consumer. The plan is to introduce the E-Gun into the market segment most focused on accuracy, varmint hunters, and later evolve the line into the larger mainstream hunting segments. It is also believed that this technology will be embraced by the military for specialty sniper rifles. The success of the electronic rifle will be contingent on the reliability and performance of a complete system (gun and ammunition).

A power source that is readily available, easily replaced, provides several hundred cycles, and has a long shelf life is an essential design criteria. Additional features to be considered for the Model 700 EV are:

- Adjustable Trigger
- Toggle On/Off Switch
- Power Source Monitor

With the exception of the electronic primer, this ammunition should be identical to conventional loads. Factory loaded ammunition must be affordable and readily available on the market as should component primers. The initial calibers offered to support the Model 700 EV should include:

- 223 Rem
- 22-250 Rem
- 220 Swift
- 243 Win
- 260 Rem
- 308 Win

Wholesale pricing for the Model 700 EV has been proposed at \$840 with a target margin of 50%. First year volumes for the varmint configuration in the above calibers is expected to be 7,500 units with potential for growth up to 10,000 units in the second full year. Additional calibers such as 270 Win, 30-06, and 7mm Rem Mag will be required as this technology migrates into mainstream hunting segments.

The second major new product introduction planned for the Model 700 line is a family of new beltless magnum calibers currently referred to as the "Ultra Mag" family. As proposed, the Ultra Mag family will provide significantly