

WAW
10/15

CUSTOMER

POINT OF VIEW

HIGH

"EASE OF USE"

- QUICK TO FIND
- EASY TO OPERATE
- EASY TO UNDERSTAND
- RELIABLE TO OPERATE
- EASY TO USE WITH 'SCOPE
- CRISP TRIGGER PULL
- MINIMUM CREEP
- HIS OWN PERCEPTION OF "WHAT IS"

MEDIUM

- QUIET OPERATION
- MINIMUM BACKLASH (feed back)
- SINGLE STAGE PULL
- EASILY KNOWN STATUS ("S" OR "F")
- PLEASING APPEARANCE
- ADJUSTABLE FOR WEIGHT OF PULL

LOW

- LOCATION OF SAFETY (CONSISTENT WITH EASE OF USE)
- HOW MECHANISM PREVENTS UNINTENDED FIRING-WHAT IT BLOCKS
- MINIMUM TRIGGER OVER-TRAVEL

PLAINTIFF'S
EXHIBIT

3122

10f6
AL 0023960

MARKETING

POINT OF VIEW

HIGH

- RESPONSIVE TO THEIR ASSESSMENT OF WRITERS' & CUSTOMERS' PERCEPTIONS OF REALITY.
- AVOID MULTIPLE FEATURE OPTIONS WHICH WOULD COMPOUND/CONFUSE SALES INVENTORIES
- PRESERVE PRODUCTION CAPABILITY TO SATISFY W700 DEMAND
- EASY TO UNDERSTAND AND USE
- USER ABLE TO OPEN [AND CLOSE] BOLT IN A SAFE CONDITION ("3-POSITION SAFETY")
- BOLT LOCKED DOWN IN "S" CONDITION

MEDIUM

- CUSTOMER-ADJUSTABLE TRIGGER PULL FORCE ONLY DOWN TO MINIMUM SATISFACTORY LEVEL
- NOT ADJUSTABLE EXTERNALLY
- BOLT STOP RELEASE AWAY FROM "IN FRONT OF TRIGGER"
- NO SAFETY ON TANG
- LEFT-HAND VERSION (12-15% OF MARKET)

LOW

- FIELD-CONVERTIBLE FOR OPERATIONS WITH OR WITHOUT BOLT LOCK

NOT

- MAGAZINE-BOX DISCONNECT SYSTEM

WAW
10-15-83

MANUFACTURING

POINT OF VIEW

HIGH

- INTERCHANGEABILITY OF COMPONENTS AT SUB-ASSEMBLY AND FINAL ASSEMBLY.
- SATISFACTORY PERFORMANCE WITH NORMALLY-ACHIEVED TOLERANCES
- ONLY NORMAL TRAINING AND DEXTERITY REQUIRED TO PROCESS

MEDIUM

- READY-TO-ASSEMBLE SUB-ASSEMBLIES AT FINAL ASSEMBLY
- DESIGNED TO PREVENT INCORRECT ASSEMBLY OF COMPONENTS

LOW

- READILY REWORKABLE/SALVAGEABLE

3 of 6

AL 0023962

10-15-93
WAW

LIABILITY

POINT OF VIEW

HIGH

- AVOID PATENT INFRINGEMENT
- NOT INTERCHANGEABLE OR RETROFITTABLE TO M700
- TWO POSITION "S" & "F"
- SEALED UNIT REQUIRING NO ORIGINAL OR FIELD LUBRICATION
- ROBUST AGAINST IMPACT - EXCEED SAAMI/AUSI RECOMMENDATIONS BY WIDE MARGIN
- USER OPERATION CONSISTENT WITH PRECEDENT AND CONVENTION.
- ROBUST AGAINST EFFECTS OF TAMPERING/ADJUSTING
- HIGHLY INTUITIVE OPERATION

MEDIUM

- READILY DEFENSIBLE REASONS FOR DEPARTURE FROM CURRENT DESIGN
- ? • CONVERTIBLE & REVERSIBLE BOLT LOCK
- ? • INTERLOCK: WILL NOT FIRE IF TRIGGER IS PULVED AND HELD AS SAFETY

AL 0023963

4 of 6

10-15-93

WAW

POINT OF VIEW

ENGINEERING PROCESSING

HIGH

- SHORT RECEIVER
- MACHINES, TOOLS, PROCESSES CONSISTENT WITH EXPECTED VOLUME
- HIGH-YIELD OPERATIONS
- MAINTAIN 11200 PRODUCTION CAPACITY

MEDIUM

- DESIGN TO INHIBIT/PREVENT INCORRECT ASSEMBLY OF COMPONENTS
- DESIGN TO PERMIT REWORK/SALVAGE

ENGINEERING DESIGN

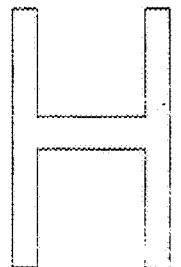
10.15.93
WAW
POINT OF VIEW

HIGH

- SHORT DIMENSIONS PARALLEL TO C/B/L
- AVOID ANY REASON TO PUT FINGER WITHIN TRIGGER GUARD EXCEPT TO INTENTIONALLY FIRE
- EASY TO UNDERSTAND - HIGHLY INTUITIVE OPERATION
- REALITY VS PERCEPTION RECONCILED THRU ACTUAL TESTING / PERFORMANCE
- PRESERVE ADVANTAGES OF RESILIENT (CONNECTOR) FUNCTION
- DO NOT USE SEAR AS BOLT STOP OR APPLY BOLT STOP IMPACT TO ASSEMBLY
- REDUCED LOCK TIME
- ACTUATE SAFETY WITH BOLT OPEN

MEDIUM

- QUIET OPERATION
- ENHANCED CORROSION RESISTANCE
- COMPEL TRIGGER TO SUPPORT POSITION IN MOVING SAFETY F → S
- FULL TRIGGER RETRACTION UPON PARTIAL PULL
- MEANS TO PREVENT INCORRECT ASSEMBLY / RE-ASSEMBLY OF COMPONENTS



AL 0023965

6 of 6