

OCT 23

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"

→ BASICALLY

USER FRIENDLY

= DESIGN OBJECTIVES

MEDIUM

- QUIET OPERATION
- MINIMUM BACKLASH (feedback)
- SINGLE STAGE PULL
- EASILY KNOWN STATUS ("S" OR "F")
- PLEASING APPEARANCE
- ADJUSTABLE (Especially WEIGHT OF ROLL)

LOW

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

improved MATHIE REEL OF TRIGGER
" " " OF SAFETY

PLAINTIFF'S
EXHIBIT

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1 of 01

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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 M700 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~~ ^{RELOCATED} ~~THE FRONT~~ ~~OF TRIGGER~~ WITH IMPROVED ~~MILK~~ ~~FUEL~~
- NO SAFETY ON TANG
- LEFT-HAND VERSION (12-75% OF MARKET)

LOW

- FIELD-CONVERTIBLE FOR OPERATION WITH OR WITHOUT BOLT LOCK

NOT

- MAGAZINE-BOX DISCONNECT SYSTEM

MANUFACTURING

POINT OF VIEW

HIGH

- INTERCHANGEABILITY OF COMPONENTS AT SUB-ASSEMBLY AND FINAL ASSEMBLY.
- SATISFACTORY PERFORMANCE WITH NORMALLY-ACHIEVED TOLERANCES
- FINAL ASSEMBLY WITH READY-TO-ASSEMBLE SUB-ASSEMBLIES

MEDIUM

- ONLY NORMAL TRAINING AND DEXTERITY TO PROCESS
- DESIGNED TO PREVENT INCORRECT ASSEMBLY OF COMPONENTS

LOW

- READILY REWORKABLE / SALVAGEABLE

DESIGN FOR MANUFACTURABILITY PRINCIPLES
DESIGN FOR ASSEMBLY PRINCIPLES

3 of 4

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LIABILITY

POINT OF VIEW

HIGH

- AVOID PATENT INFRINGEMENT *NO WRITING*
- NOT INTERCHANGEABLE OR RETROFITTABLE TO M700
- TWO POSITION "S" & "F"
- ROBUST AGAINST IN APPROPRIATE LUBRICATION
- ROBUST AGAINST IMPACT - ~~EXCEED~~ ^{MUST PASS A MIN 0'} ^{SAAMI/AUSI} ~~RECOMMENDATIONS BY UNDE MARGIN~~ DRAP
- 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 PULLED AND HELD AS SAFETY $S \rightarrow F$

"SAFETY" DESIGN

4 of 7
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ENGINEERING DESIGN

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
- NO LUBC "~~LUBRICANT~~" DESIGN ←
 - REDUCED LOCK TIME
- ACTIVATE SAFETY WITH BOLT OPEN

MEDIUM

- QUIET OPERATIONS
- 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

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ENGINEERING PROCESSING POINT OF VIEW

HIGH

- SHORT RECEIVER
- MACHINES, TOOLING, PROCESSES CONSISTENT WITH EXPECTED VOLUME
- HIGH-YIELD OPERATIONS
- MAINTAIN 1M200 PRODUCTION CAPACITY

MEDIUM

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

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NBAR FIRECONTROL DESIGN OBJECTIVES

- USER "FRIENDLY" DESIGN
- IMPROVED TACTILE FEEL OF THE TRIGGER
- IMPROVED TACTILE FEEL OF THE SAFETY
- CUSTOMER ABLE TO OPEN AND CLOSE BOLT WITH SAFETY "ON"
- BOLT LOCKED DOWN IN A "S" CONDITION
- CUSTOMER ADJUSTABLE TRIGGER PULL FORCE ONLY WITHIN
PRESCRIBED LIMITS
- BOLT STOP-RELEASE RELOCATED WITH IMPROVE TACTILE FEEL
- LEFT HANDED VERSION TO BE DESIGNED
- DESIGN FOR MANUFACTURABILITY PRINCIPLES UTILIZED
- DESIGN FOR ASSEMBLY PRINCIPLES UTILIZED
- "SEALED" DESIGN
- RIFLE WILL NOT FIRE IF TRIGGER PULLED AND HELD AS
SAFETY IS MOVED FROM "S" TO "F"
- ROBUST AGAINST IMPACT
- COMPEL TRIGGER TO SUPPORT POSITION IN MOVING SAFETY
FROM "F" TO "S"
- "NO LUBRICATION" DESIGN
- ENHANCED CORROSION RESISTANCE

*Orig.
Draft*