

PROJECT AIRBUS

- OBJECTIVE:  
TO IDENTIFY TECHNOLOGIES, INNOVATIONS, AND RESOURCES  
REQUIRED TO DEVELOP PRODUCT PARAMETERS AND PATHWAYS  
RESPONDING TO RJR'S PREMIER.
  
- FEBRUARY 1988 - MARCH 1989
  
- INVESTIGATED
  - TECHNOLOGIES
  - MARKETING REACTION
  - CONCEPTS

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PROJECT AIRBUS

CONCLUSIONS

- RJR HAS DEVELOPED PATENT POSITION ON PREMIER TYPE DEVICES
- CONCENTRIC DESIGNS (ELLIS-TYPE) APPEAR UNSUITABLE
  - HEAT MANAGEMENT
  - MATERIALS
  - POOR AEROSOL GENERATORS
  - MESSY DEBRIS
- SEQUENTIAL DESIGN (NON-RJR-TYPE) SHOW PROMISE BUT ADDITIONAL RESEARCH NEEDED
- MARKET RESEARCH SUPPORTS CONTINUED CONSUMER INTEREST

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ESTIMATED B&W AIRBUS EXPENDITURES

(000\$)

	<u>1988</u>	<u>JAN. - MAR.</u> <u>1989</u>	<u>TOTAL</u>
PROFESSIONAL FEES & SERVICES	533	138	671
TRAVEL	67	18	85
SUPPLIES/MATERIALS/OTHER	65	4	69
CAPITAL	24	---	24
SALARIES	<u>735</u>	<u>146</u>	<u>881</u>
TOTAL	1,424	307	1,731

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