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Ruyan Product Internal R&D Assessment

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DRAFT CONFIDENTIAL – FOR DISCUSSION PURPOSES ONLY



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Summary of Findings - Engineering (1)

- Elegant design concept, implemented with very little complications
- They have focused on reducing the product cost both on the device and the liquid cartridge
- To date they have released 5 different product offerings
- They all use the same basic design
- Four of these are current products
 - One based on a pipe type device
 - Two look like cigars
 - One looks like a cigarette
 - called E-Cigarette, the one to watch!!
- There are two other products look very much like Ruyan but under different packaging
 - Are they commercially available?
- The products are available via internet including ebay
 - http://search.ebay.com/Ruyan_W00QfromZR40