



## NEXT BIG THING

Technologies, theories, and trends to watch.

### Lynch Moblogs

Wireless Net users are going online to vent about ... you



# Raytheon Readies for Battle Selling Breast Cancer

FEBRUARY 2003

WWW.BUSINESS2.COM

## THE

address dam- technology," Siegel says. "This is a warning system for small problems that could escalate into bigger ones." — BOB PARKS

### BATTLE OF THE BRANDS

## The Protection Racket

Like love itself, condoms are uniquely personal. But product selection has evolved far beyond a choice of red, blue, ribbed, or extra-thin. The latest condoms provide technical innovation and lots of opportunities for product differentiation. Though the venerable Trojan still commands almost 70 percent of the U.S. market, worldwide the \$750 million prophylactic business is extremely competitive. Brand preferences say a lot about a nation's tastes—but we'll leave that last bit of interpretation entirely to you.

— MATTHEW MAIER



#### DUREX PERFORMAX

**Special feature:** Heat-activated dose of the anesthetic benzocaine is employed to reduce sensation and thus prolong intercourse.

**Worldwide sales:** \$10 million

**Popular in:** The United Kingdom. Outsells all other Durex condoms by 5 to 1.



#### INSPIRAL

**Special feature:** Nautilus-shell shape, designed by A.V.K. Reddy, dubbed the "Leonardo of condoms" by the *New York Times*.

**Worldwide sales:** \$7.5 million

**Popular in:** Germany. Rated No. 1 in the German edition of *Men's Health*.



#### LIFESTYLES STUDDED

**Special feature:** Hundreds of raised studs increase excitement.

**Worldwide sales:** \$3.5 million

**Popular in:** India, where it's marketed under the brand name KamaSutra.



#### TROJAN HER PLEASURE

**Special feature:** Enlarged head and ribbed shaft are intended to "provide extra sensation for a woman's most sensitive area."

**Worldwide sales:** \$10 million

**Popular in:** The United States, particularly with women ages 18 to 35.

## LEADING INDICATORS

### GEOPOLITICS

#### Gulf War II

This is the deadline to watch if January passes without incident in Iraq. U.N. inspection teams must report to the Security Council by late February about Saddam Hussein's compliance with disarmament resolutions. Any violations will help the U.S. build international support for an invasion. *Feb. 21*

### BIOMETRICS

#### Give Your Computer the Finger

Using hardware from Synaptics and software by Softex, computer manufacturers will start shipping laptops secured by fingerprint-scanning touchpads. Synaptics claims that the systems, which cost the manufacturers about \$100 apiece, will reject unauthorized computer access with 100 percent effectiveness. *Late February*



PHOTOFEST (MOB INSET); TODD TANKERSLEY (CONDOMS); CORBIS SYGMA (HUSSEIN); ED BOCK/CO