

**Bressler Decl. In Support of
Apple's Opp. to Samsung's
Mot. For Summary
Judgment**

Ex. 8



Professional Awards

2008

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iPhone

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The iPhone combines three products – a revolutionary mobile phone, a widescreen iPod and the internet in your pocket – into one handheld device. The iPhone also introduces an entirely new user interface based on a revolutionary 3.5-inch multi-touch display that allows users to control it with just a tap, flick or pinch of their fingers. The display is made of optical quality glass for superior scratch resistance and clarity. Changes to volume, muting the ringer and putting an incoming call through to voicemail can be done using discreet buttons on the top and side of the iPhone. It also comes with 8GB of flash memory.



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Award



Credits

- **Designer**
 - Bart Andre
 - Daniel Coster
 - Richard Howarth
 - Daniele de Iuliis
 - Jonathan Ive
 - Steve Jobs
 - Duncan Kerr
 - Shin Nishibori
 - Matthew Rohrbach
 - Doug Satzger
 - Christopher Stringer
 - Eugene Whang
 - Rico Zorkendorfer
- **Client**
 - Apple
- **Brand**
 - Apple