

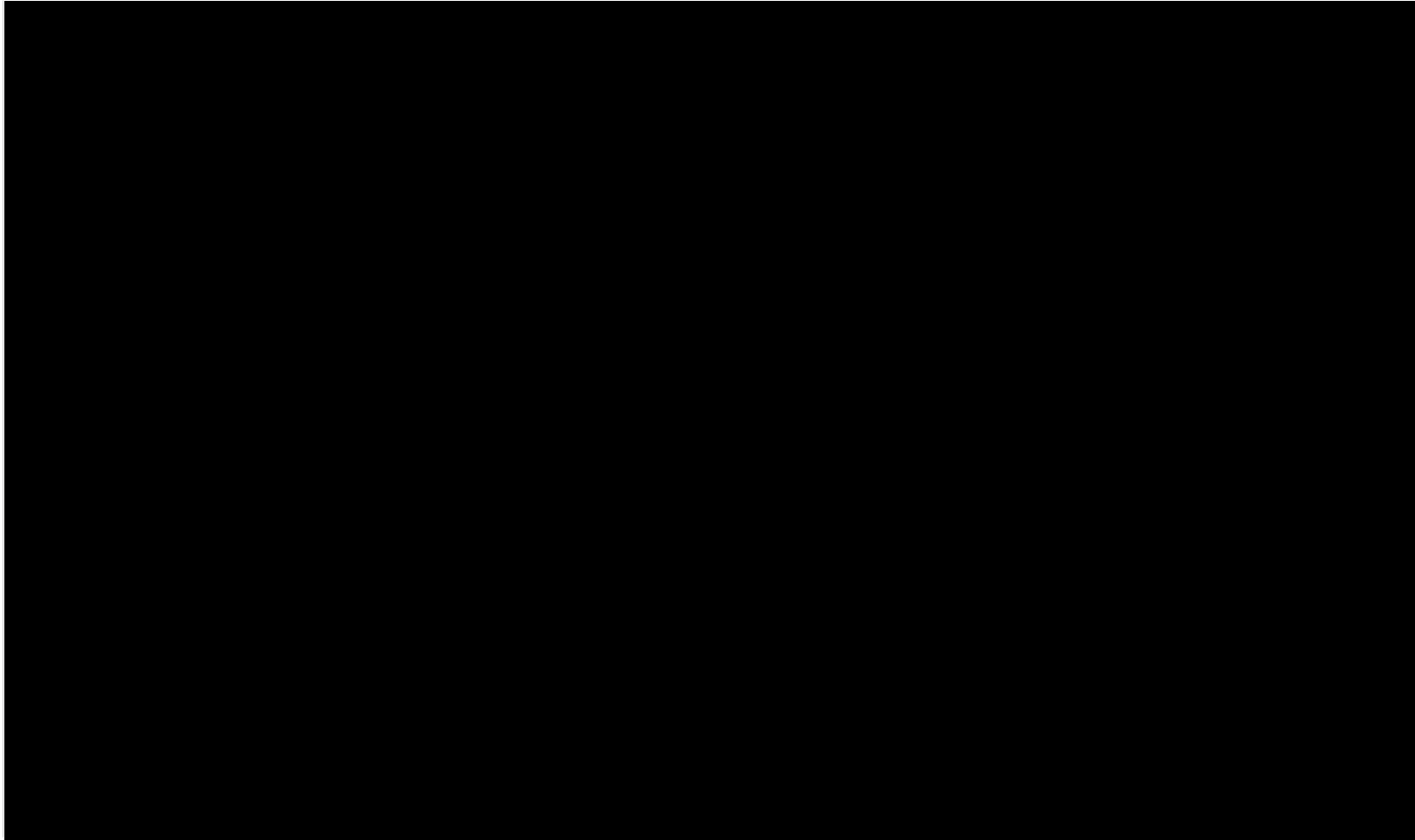
**KANG DECLARATION  
EXHIBIT 18  
PART 2 OF 5**

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

**Ex. 31 (Part 2 of 5)**

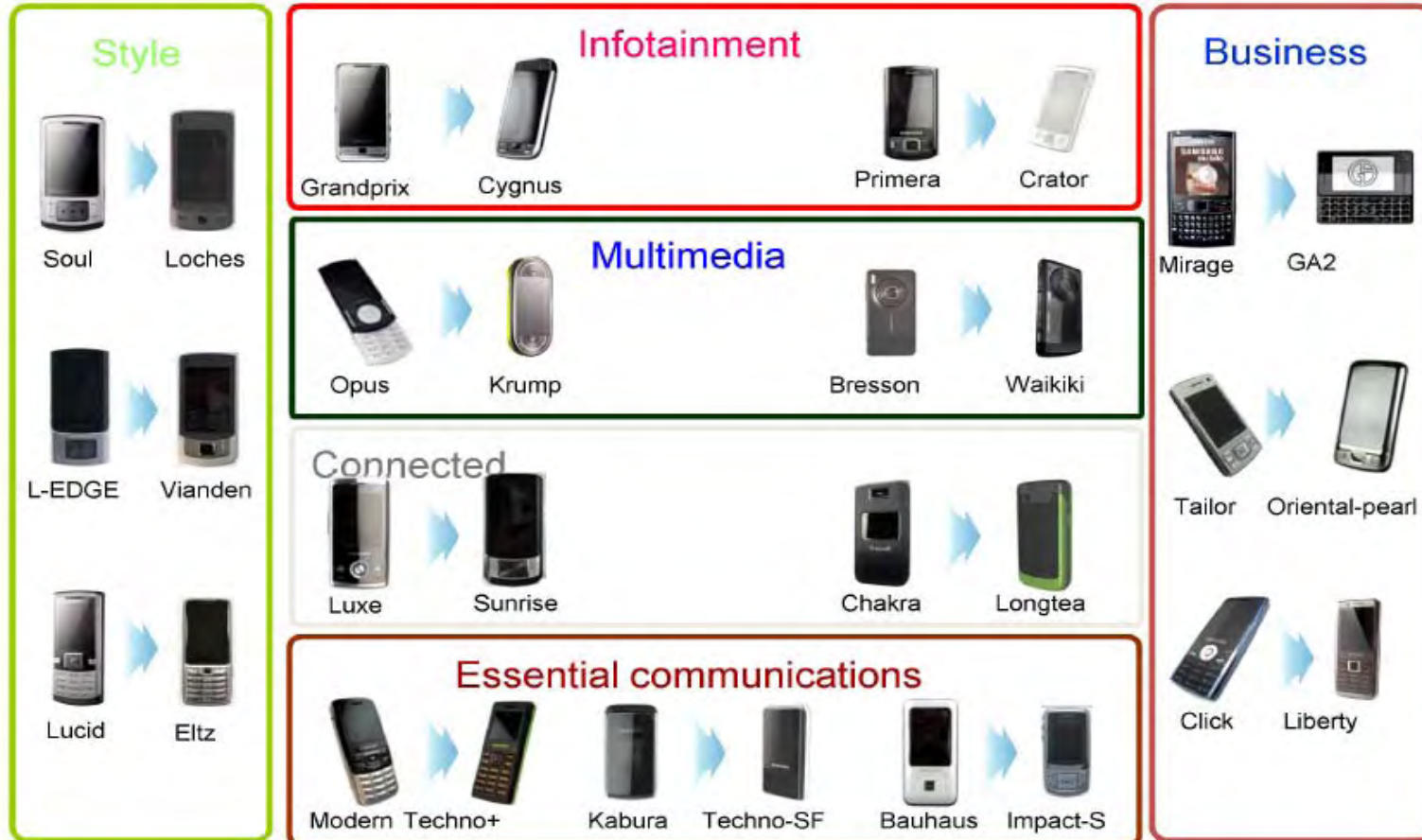
**Filed Under Seal**

# SAMSUNG 2010



# SAMSUNG 2010

Hero models for every segments



**Mindset 2010**

**“Game Changer”**



**Market Share  
vs.  
Mind Share**

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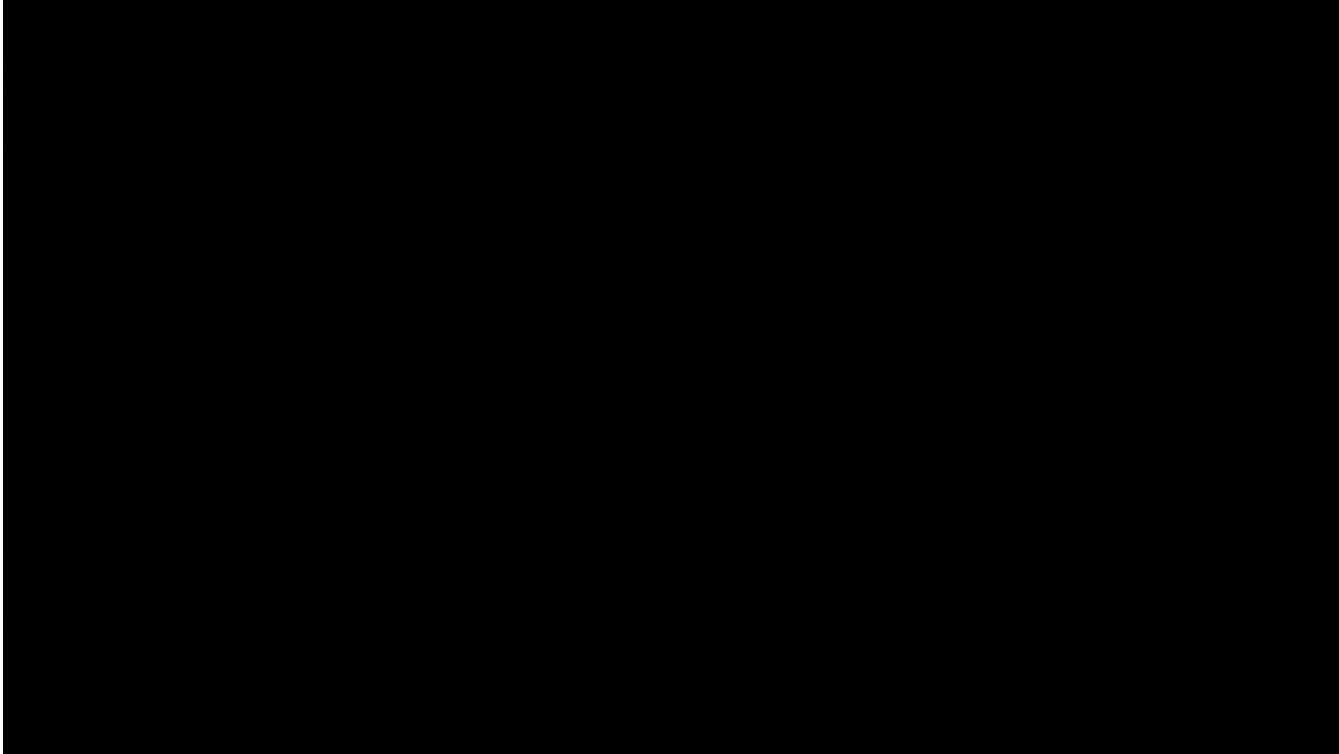


# **Maker vs. Creator**

**SAMSUNG 2010**

**“Creating WoW”**







Two way slide



Digital button

New DaCP



Blue Dial



Half Disk

Smart Bar



DaCP in Half Touch

Two step slide



DaCP in full Touch

Two Disk UI



Graphical



DaCP in Half Touch



Digital button



Blue Dial

UI



New DaCP



Half Disk

Product



Smart Bar



Two step slide



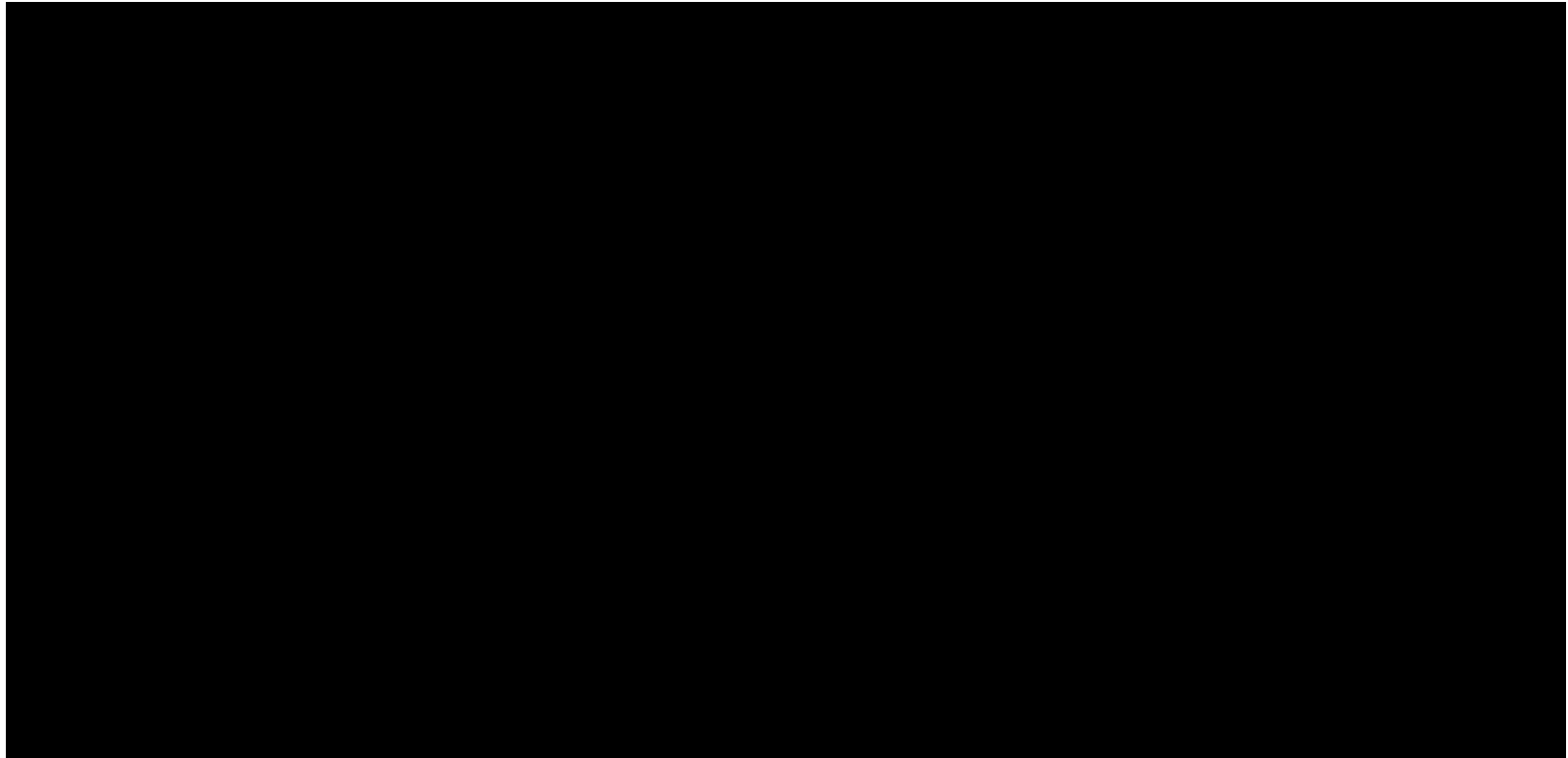
Two way slide



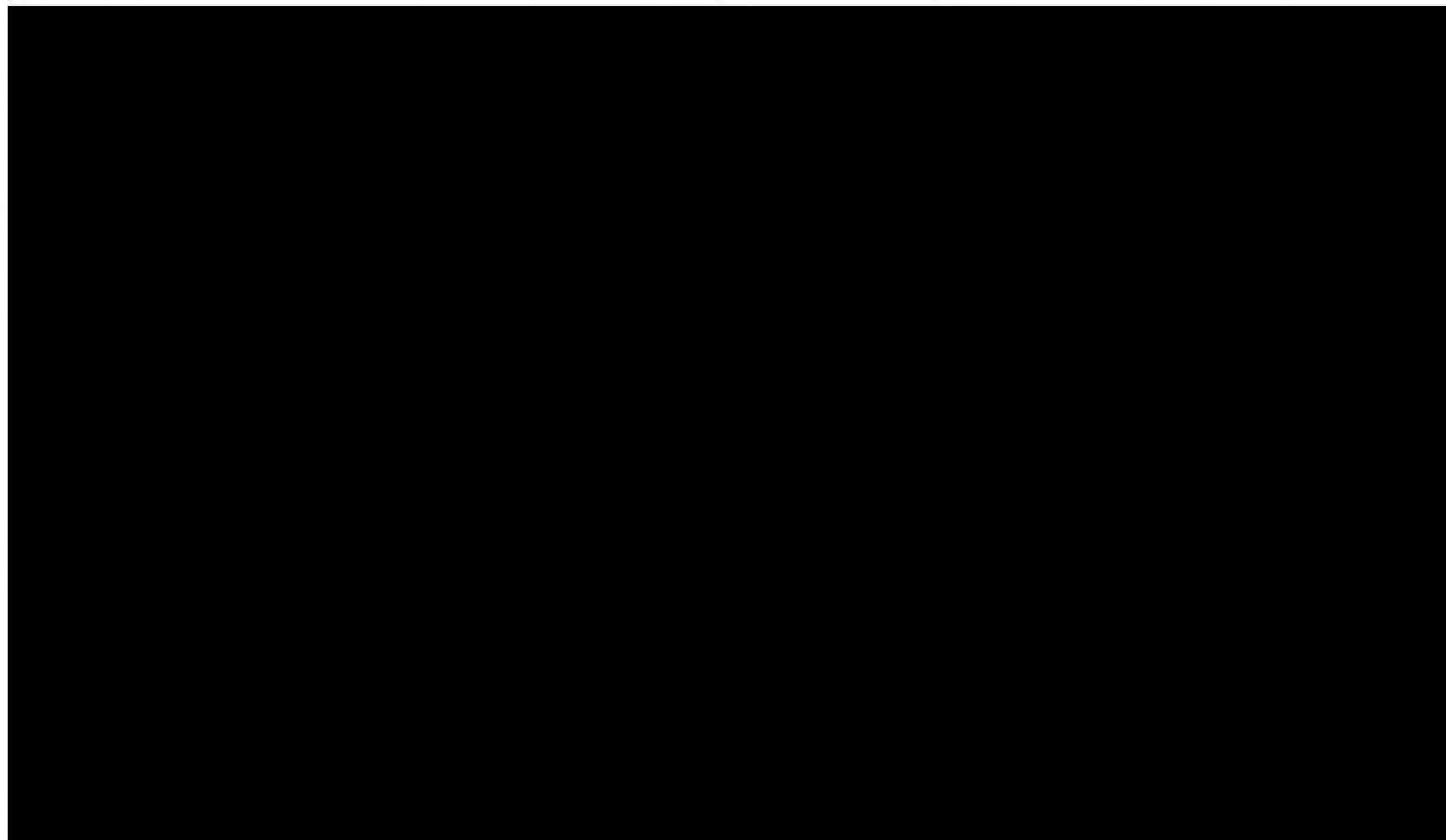
Two Disk UI

Physical

# SAMSUNG 2010



# 2010 Archetype Design Project 2008 2<sup>nd</sup> half

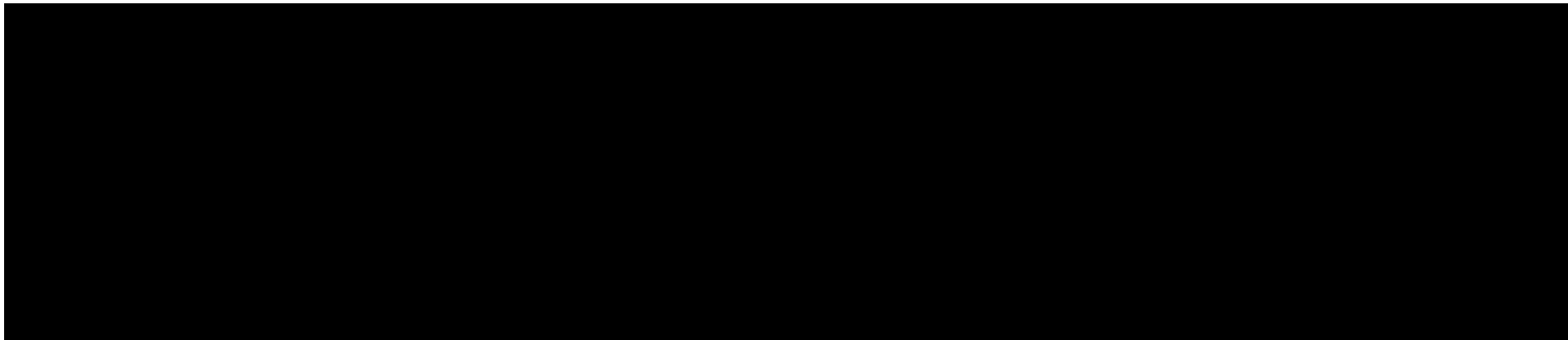


**WOW**

Version 1.0

Planning for **WOW 2011-2012**

# Mobile Knowledge Worker

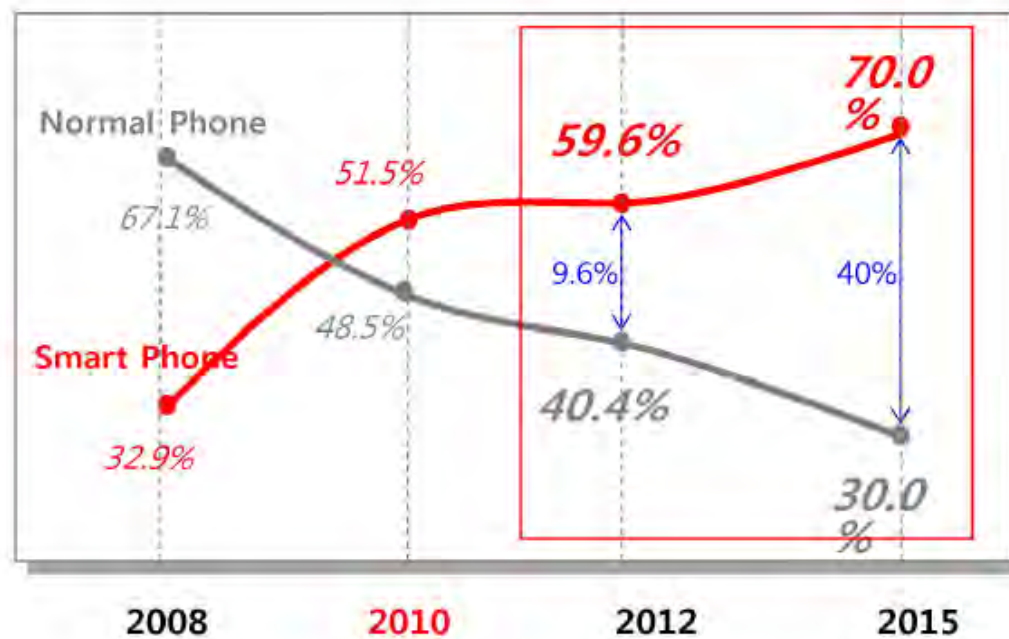




What is happening?

# Dynamic Increase of Smart Phone

**Demands for smart phones to overtake those of normal phones in developed markets  
Smartphone use will be widespread in 2015.**



Source: 2010 Project Brief. MCC

# Movement of Apple

## STEP 01

[Apple] introduced open source applications along with **products turning to those with PC-like performance / product modulization** → **Changed the concept of [mobile] phone to be a device with the ability to expand functions as desired by user**

## STEP 02

By reducing phone prices for the purpose of mass volume distribution of the device, [Apple] expanded contact base of consumers who want to use Apple services

## STEP 03

The objective is to lead personal Cloud service, further to **Cloud computing\***. (That is, device itself becomes Thin Client).

\*Cloud Computing refers to personal computers or a separate web servers using large-scale computer groups, and the difference from the existing web hard drive is that it not only provides simple server supports but it also possess the ability to utilize applications, storage, various API, and so forth, allowing user to access Cloud Computing resources through a variety of devices at any time (PC, mobile devices or electronic products, and so forth).

As service integrating mail (providing ID@me.com mail account), contacts, schedule manager, album, and web disk, Apple makes possible synchronization among computer-web-iPod/iPhone.



App Store is a new business model, implementing open innovations through 3<sup>rd</sup> party participation, maximizing user satisfaction level through strict quality control, and utilizing telecommunications carriers' billing systems.

# Movement of Nokia

## STEP 01

Specializing products per function

## STEP 02

In order to transition into service business, supports sharing and integration of music, games, map sales and contents through the internet portal Ovi as gateway. Test operation of **content distribution service Mosh**.

## STEP 03

**Opened Symbian to the public**, as an attempt to respond to Apple's App Store (announced opening of Symbian to the public in June 2008).

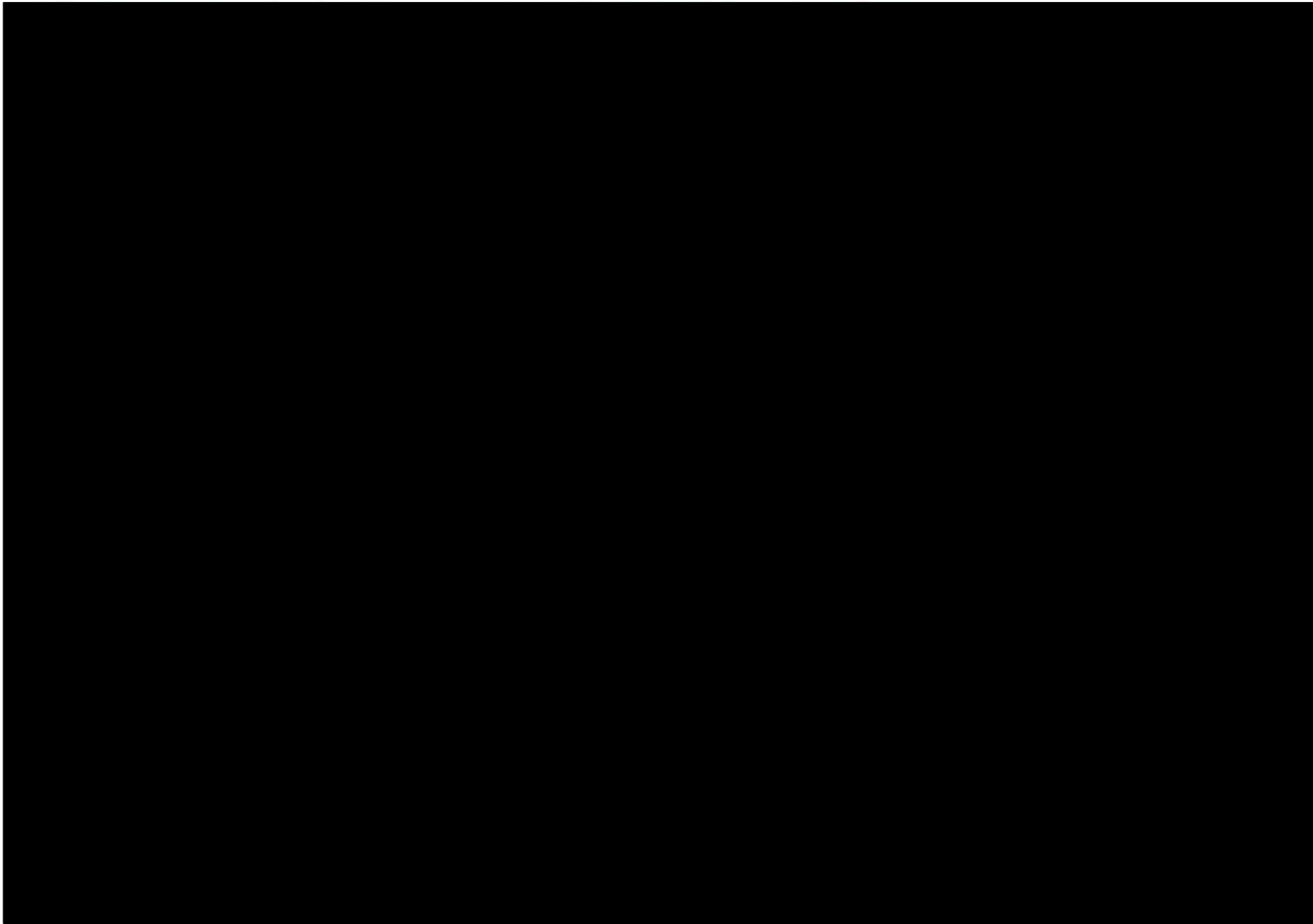
→ Since Symbian accounts for 60% of the mobile market, it seems plausible to compete with Apple within a short period of time.

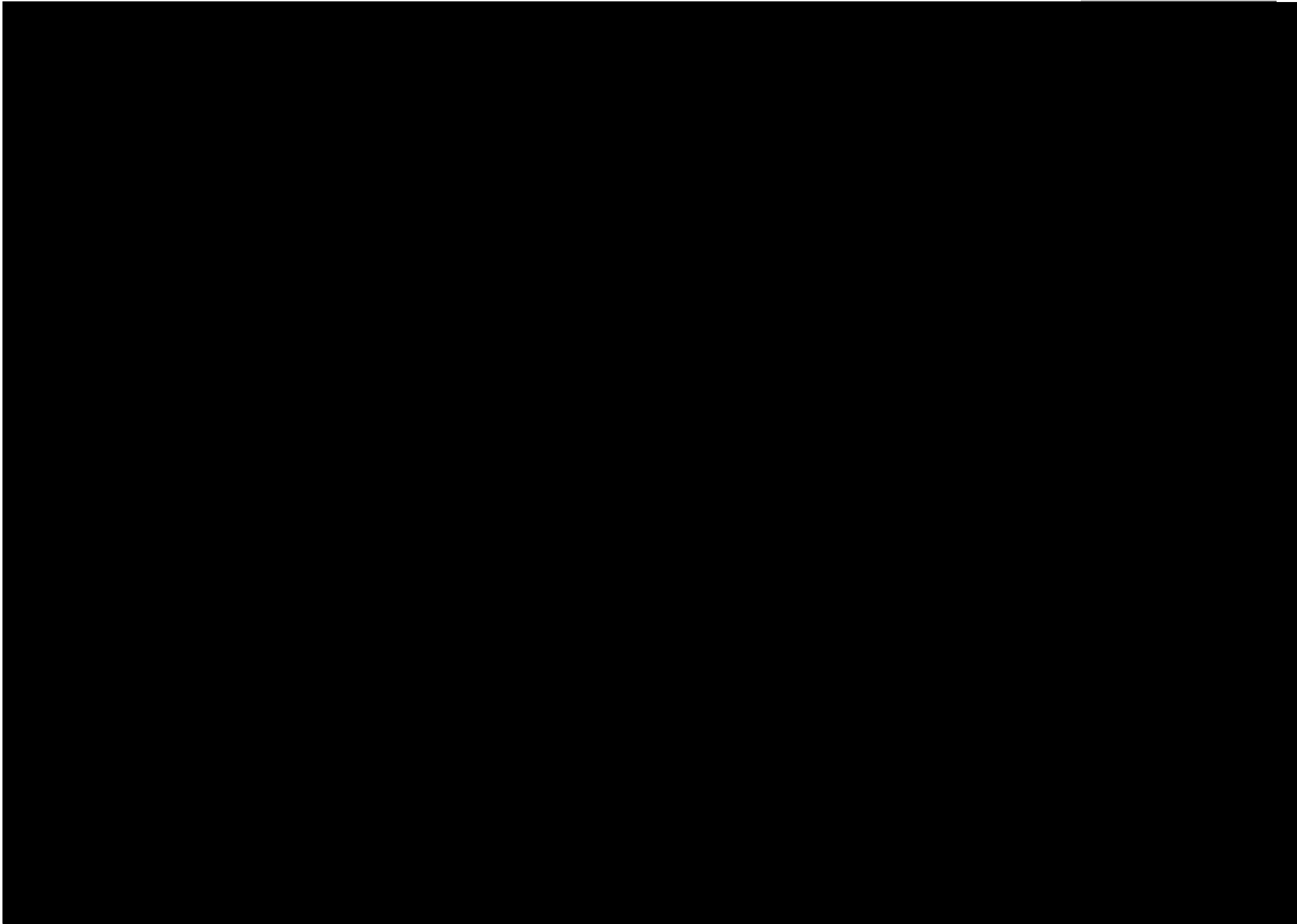


Conceptualization of Nokia's internet portal Ovi (left) and content sharing service Mosh

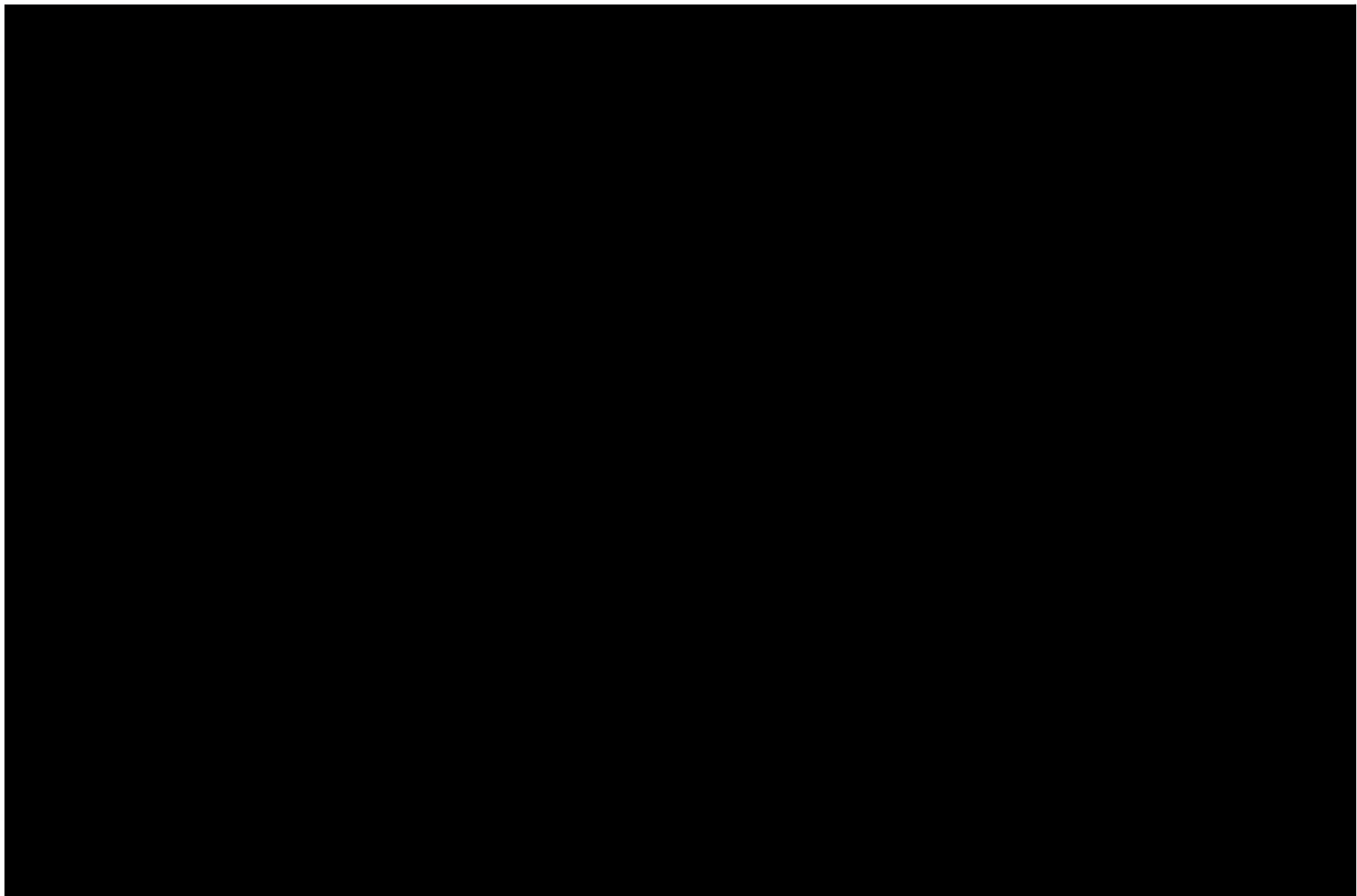
What are major driving forces?

# Mega Trends









# Increase of Knowledge Workers

Following societal demand **Knowledge Workers** are growing and projected to reach 40.6% by 2015.

\*A 4<sup>th</sup> industry , “Industry related to the heart,” includes meditation, psychotherapy, spiritual experience, zen meditation, yoga, energy training, etc

## Growth of Knowledge Workers

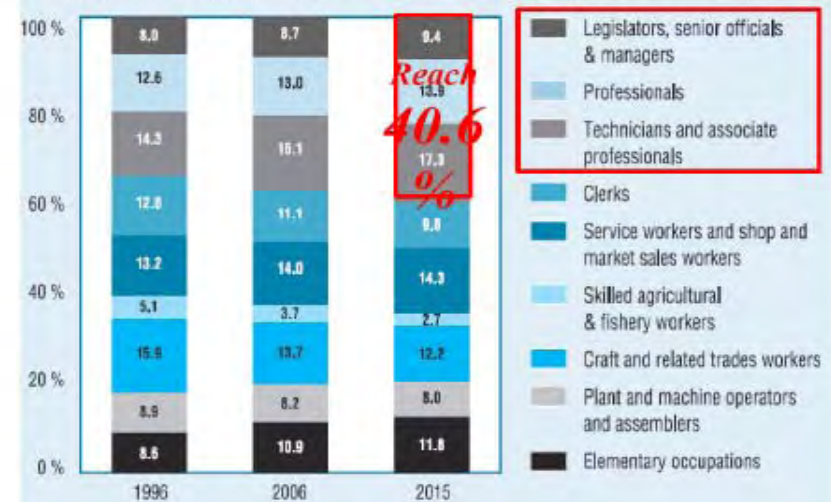
### [Fast Growth of Information Sector by 2016, US]

Within the service-providing sectors, **professional and business services** is projected to generate the greatest number of jobs, with employment increasing by 4.1 million during 2006–16 period (**2.1 % per year**). In terms of output, the **information sector** is projected to have the fastest growth, **increasing by 5.3 % per year** and reaching \$1.7 trillion by 2016.

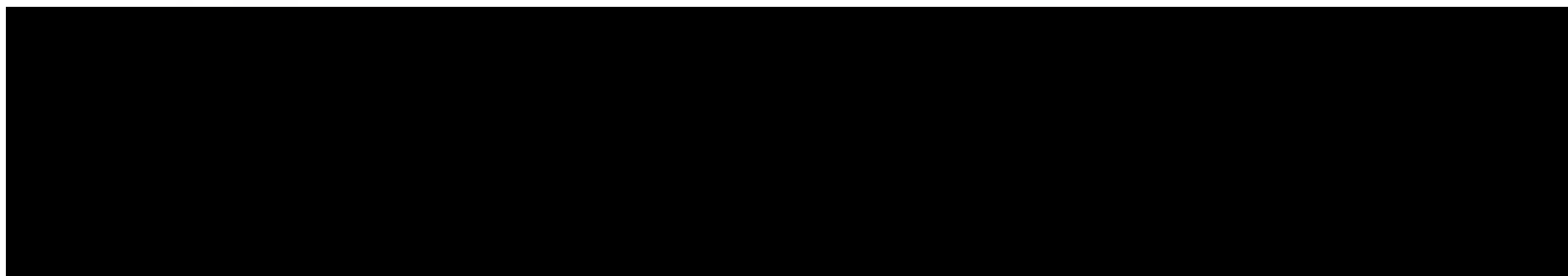
Much of the employment growth in the professional and business services sector will be seen in **management, scientific, and technical consulting services**. This industry is projected to have the fastest employment growth of all industries and the fourth largest employment increase.

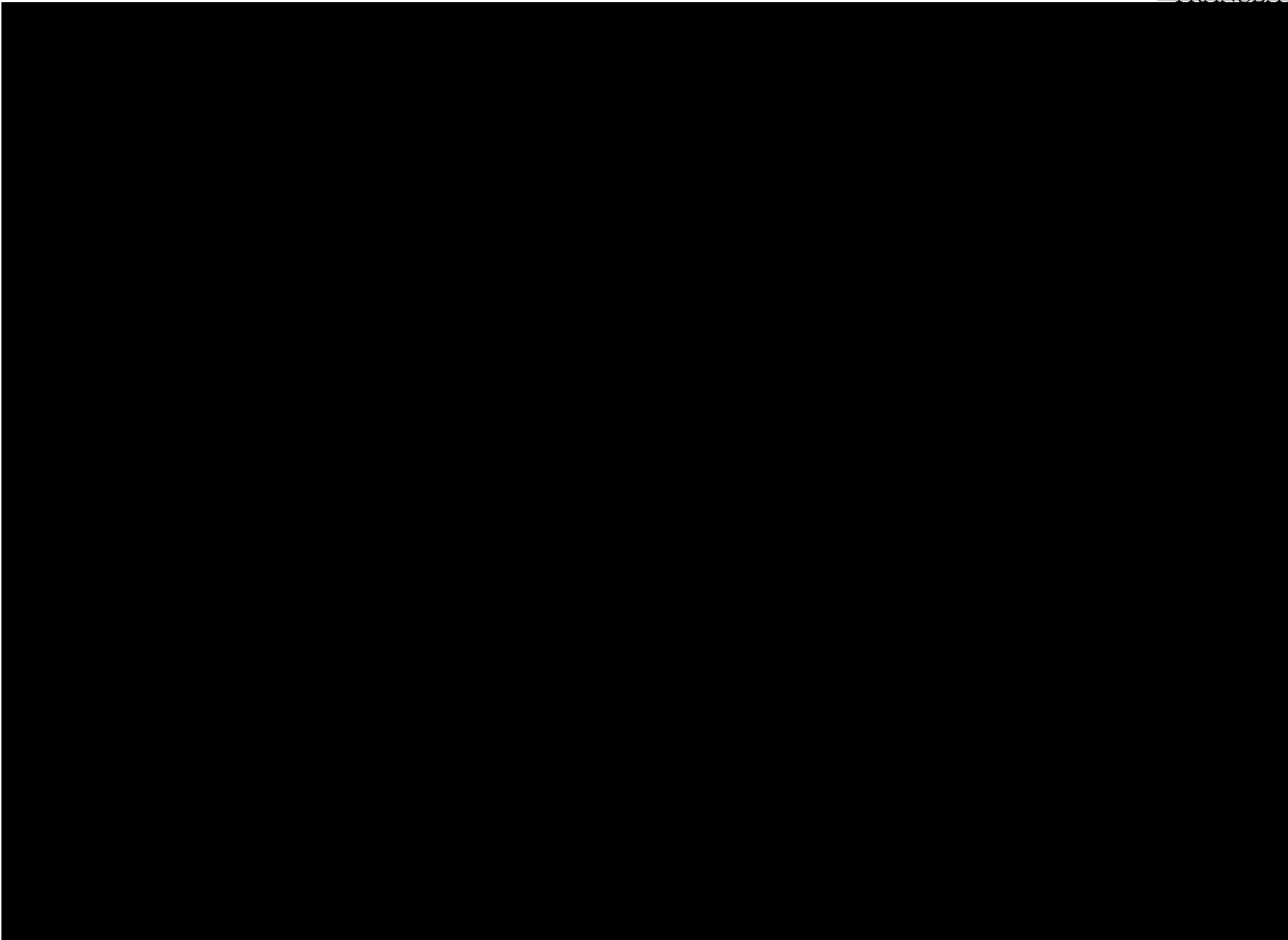
Source: US Bureau of Labor Statistics, 2007

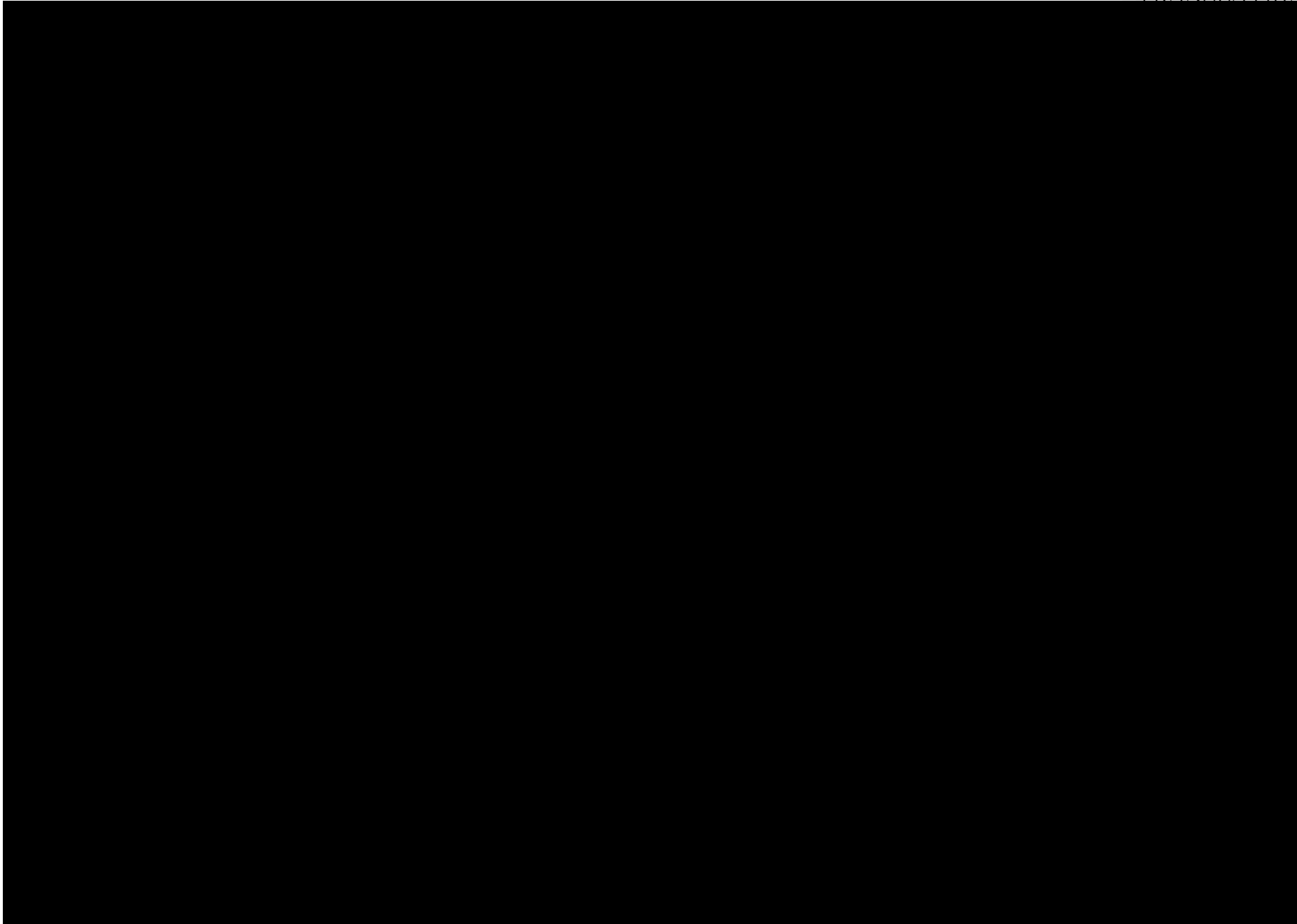
[Employment trends by broad occupation, shares in %, EU-25+]

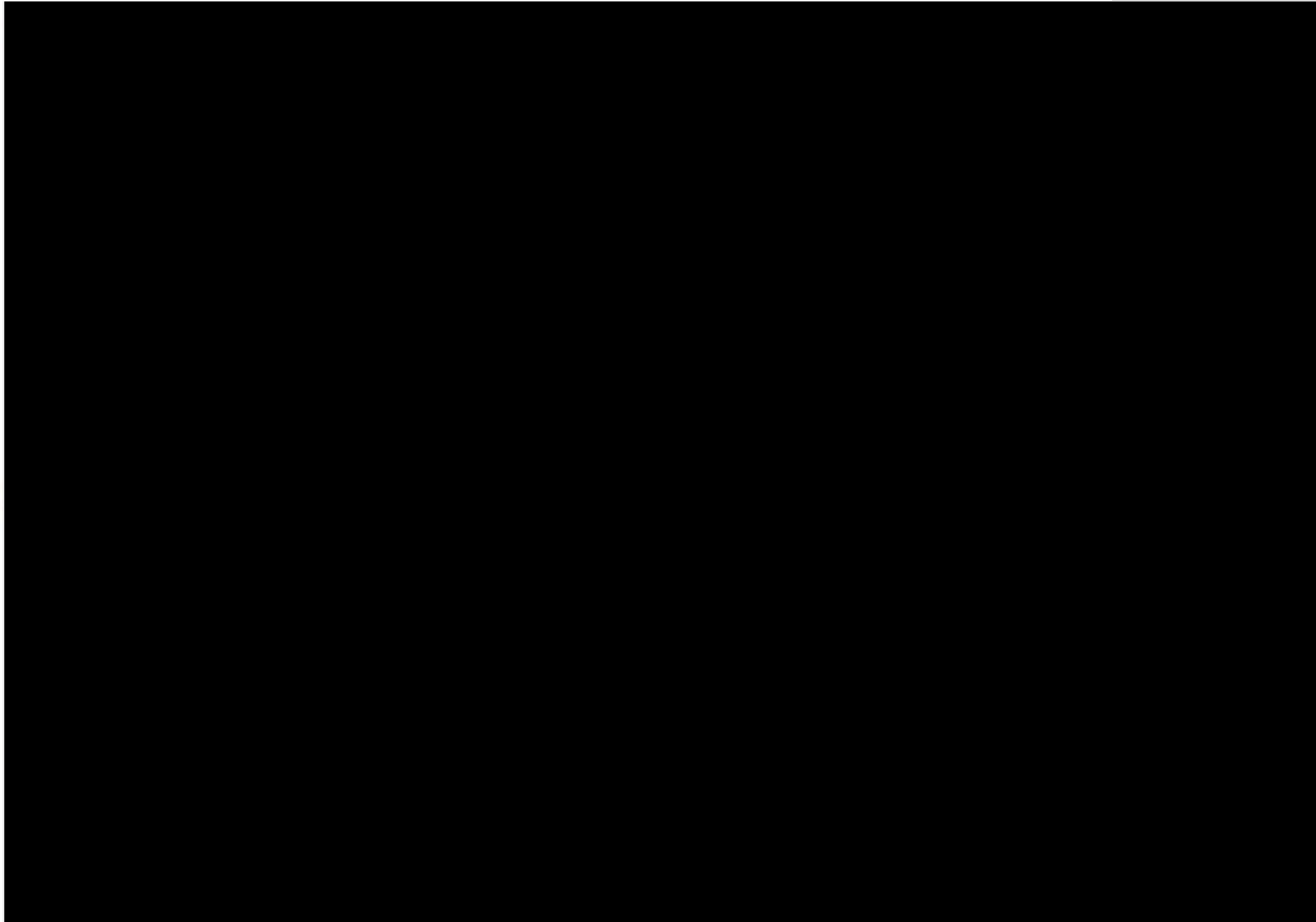


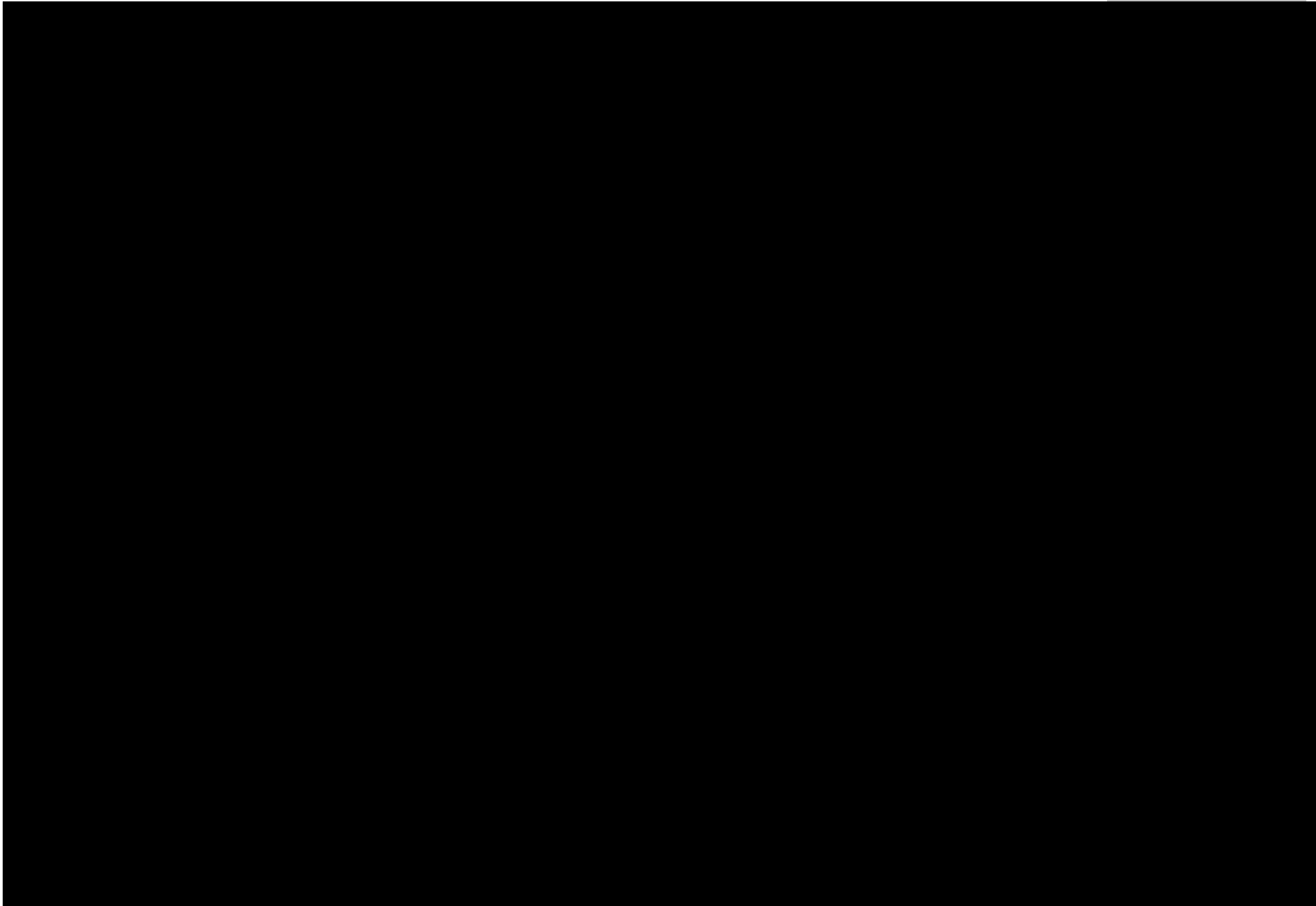
Source: IER estimates based on Cambridge Econometrics E3ME model.

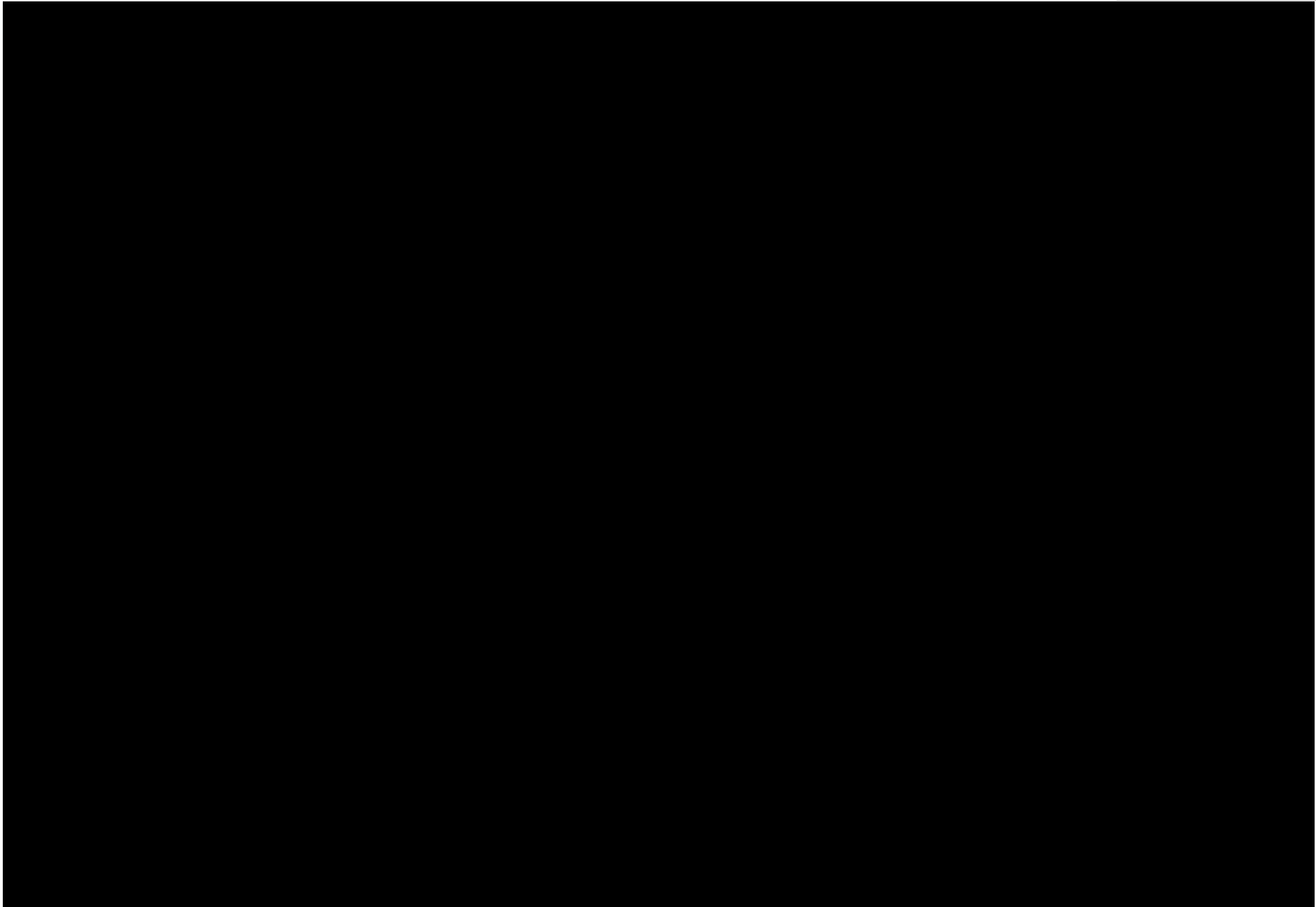




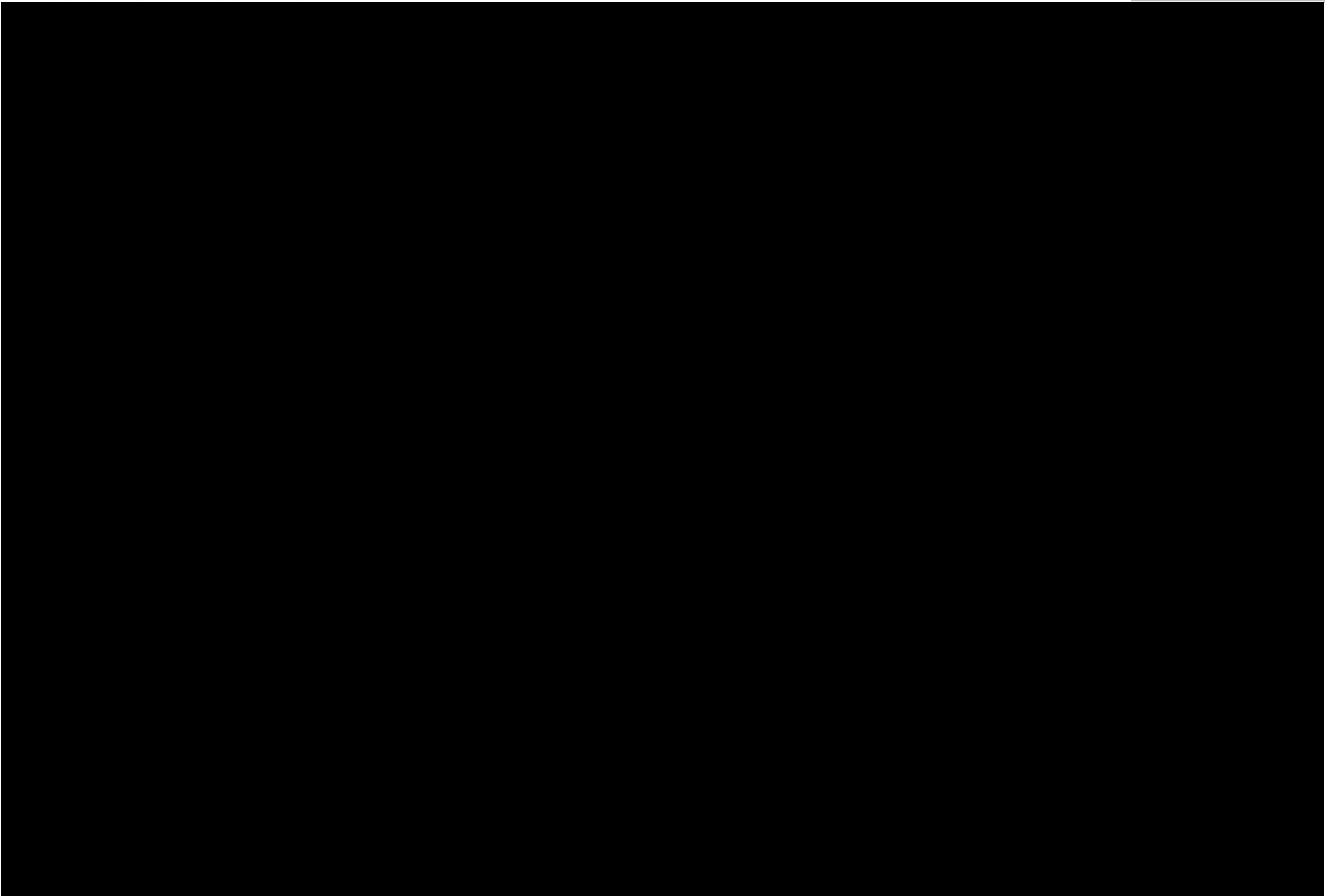


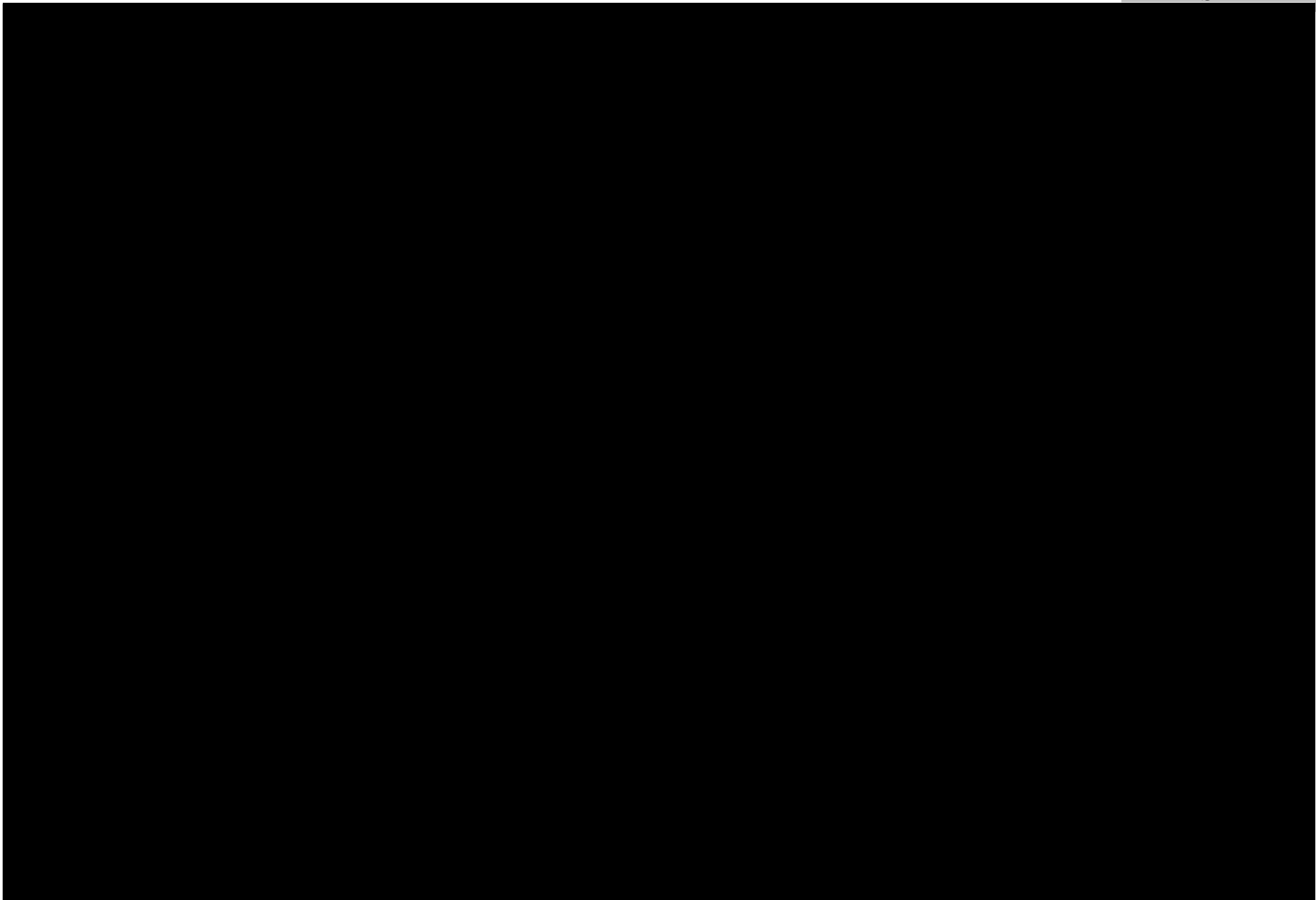








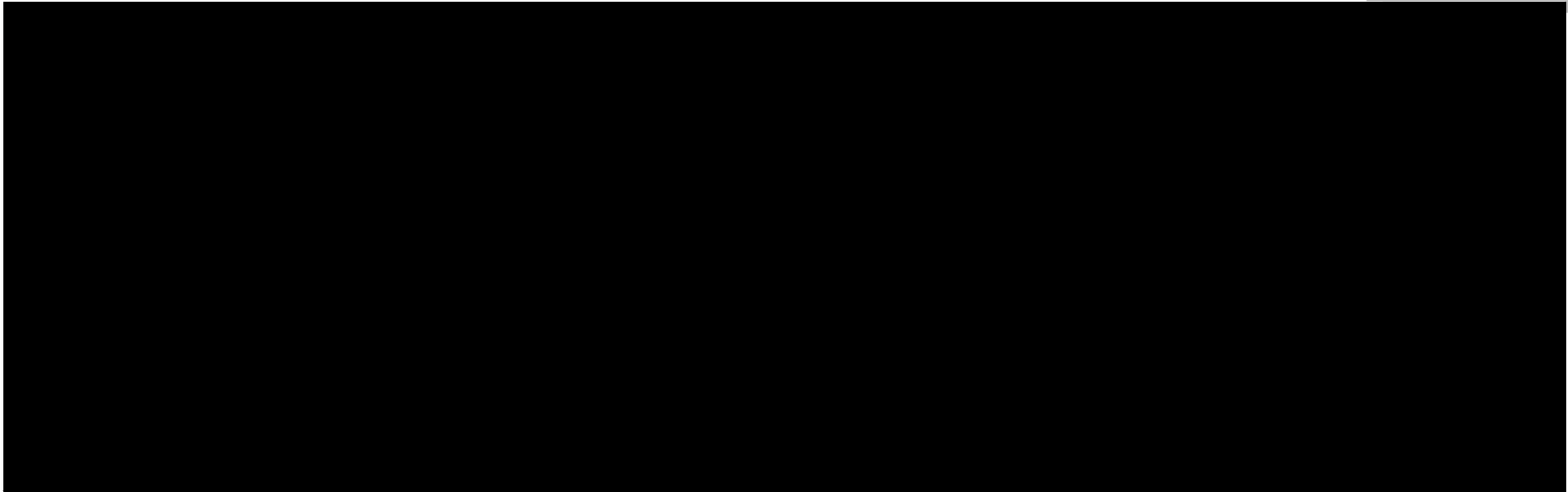




# Expected Output 02

Propose new style, Mechanism,  
and strategic CMF





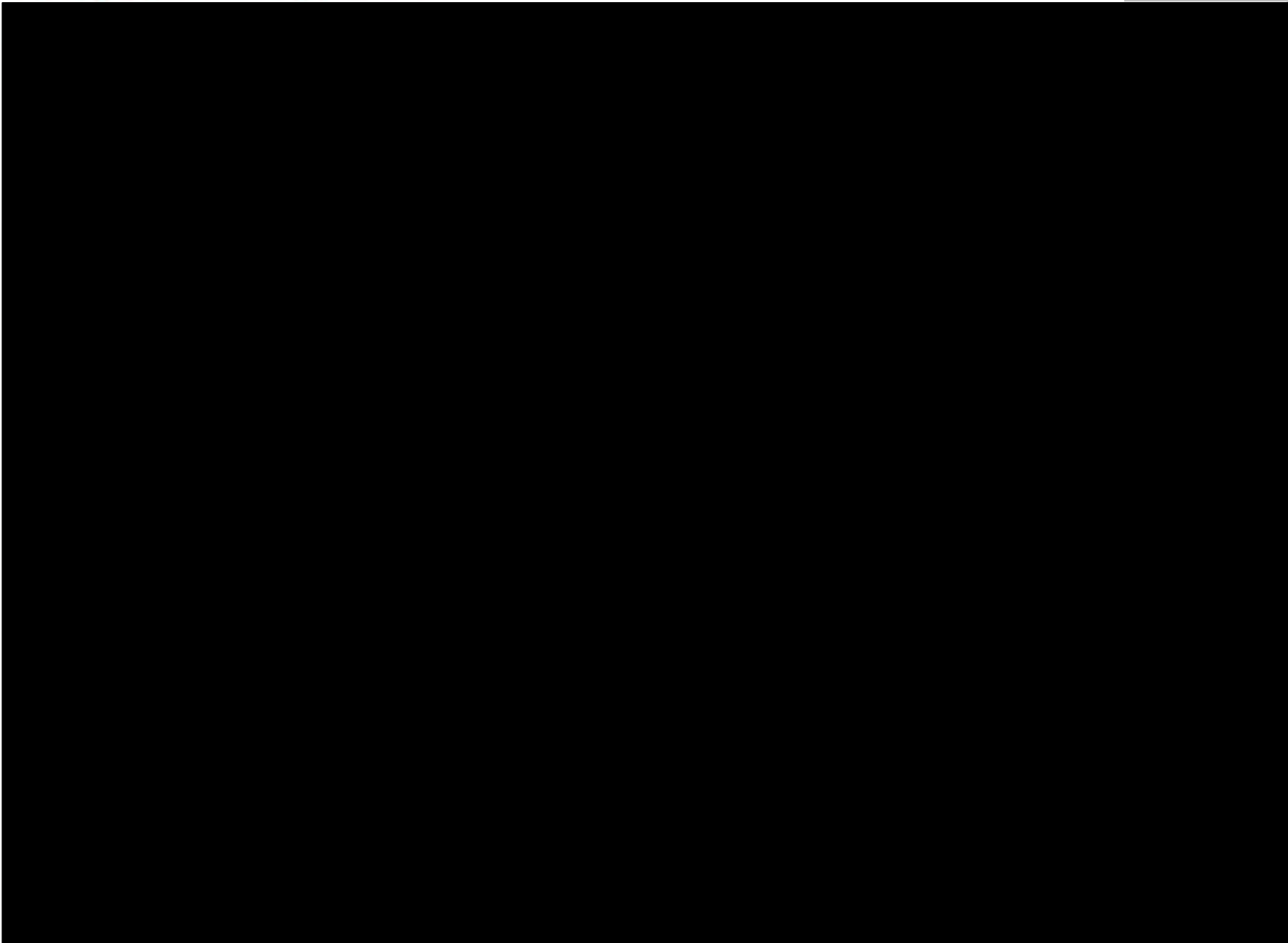
Example. UX Roap 2010

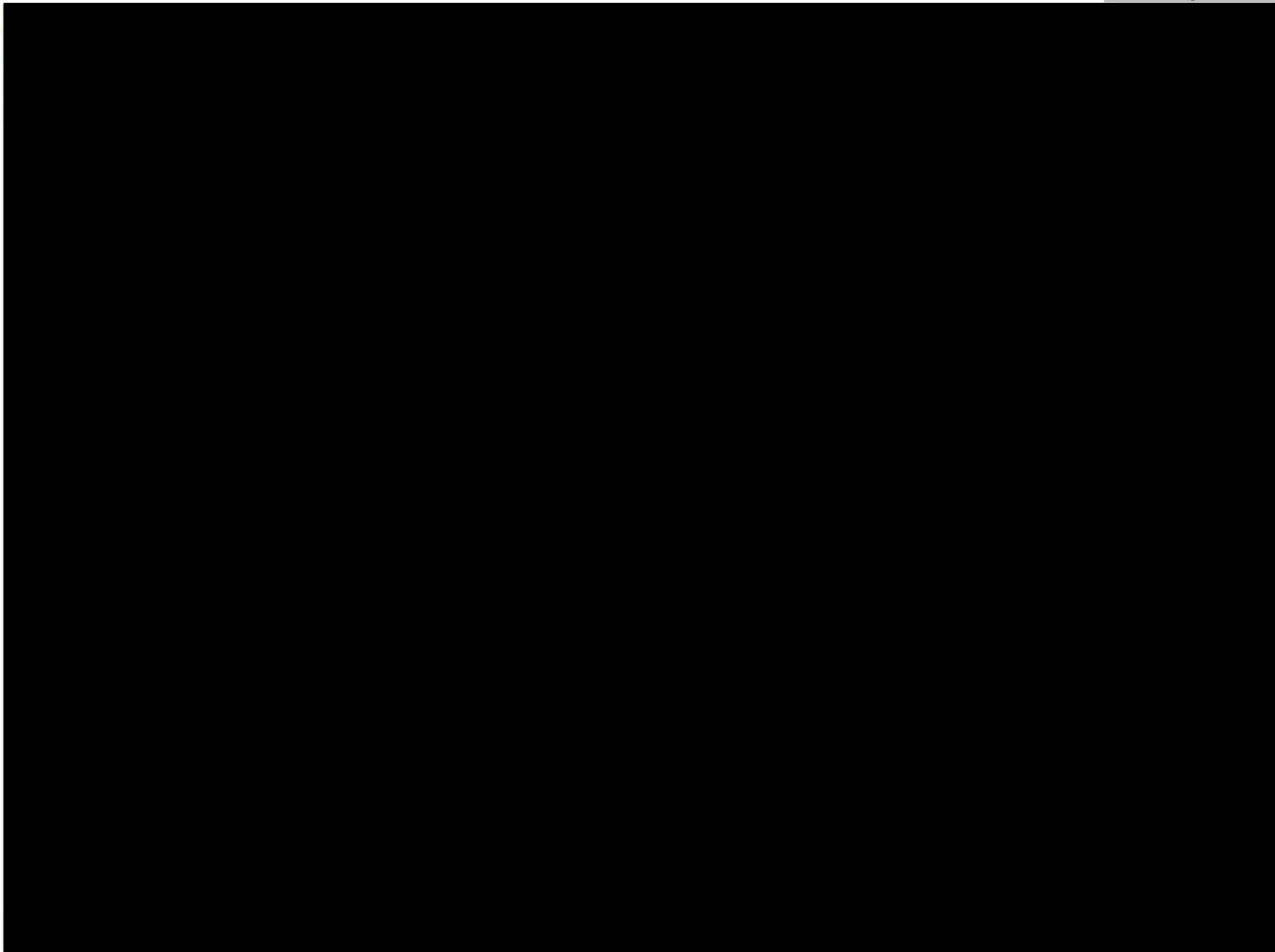
The image displays three screenshots from the UX Roap 2010 presentation, each with a navigation bar at the top containing 'MOBILE', 'INTRODUCTION', 'MOBILE TREND', 'USER INSIGHT', 'MOBILE ROADMAP', and 'APPENDIX'.

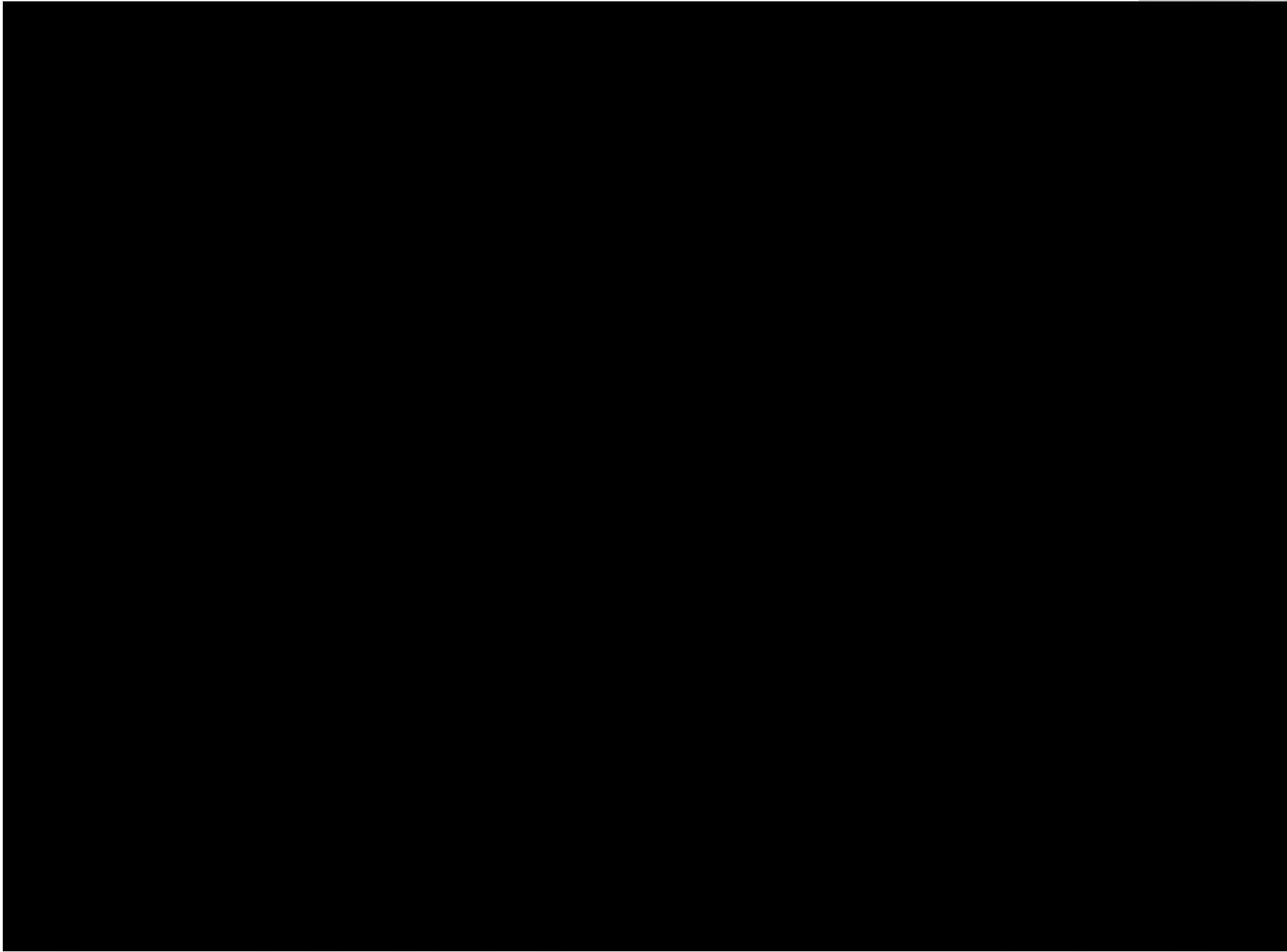
- Left Screenshot:** Titled 'Collective intelligence' under the 'SOCIETY' category. It features a world map with blue human figures and the text 'Participatory and Wikioeconomy forming global intelligence network'.
- Middle Screenshot:** Titled 'USER SEGMENTATION'. It shows a 'Knowledge Director' interface with buttons for 'Organize data', 'Search knowledge', and 'Full content'. Below is a photo of a man at a desk with a mobile phone, and a quote: 'I manage several projects at a time.' - Finance Manager, Bank.
- Right Screenshot:** Titled 'PRODUCT ROADMAP'. It features a table of mobile technologies and a user illustration. A red 'Example' label is overlaid on the top right.

	2G	3G	3.5G	4G
Best				
Communication				
Entertainment				
Information				











**Workshop 9.01~05 (Tokyo / SDJ)**

[Redacted]

**Activities**

[Redacted]

*21-21 Design Sight  
Harajuku  
Tod's Omotesando  
Maison Hermes  
Meguro Dori, etc.*

[Redacted]

The End of the Report

**SAMSUNG 2010**

# **Style Business**

**SAMSUNG 2010**

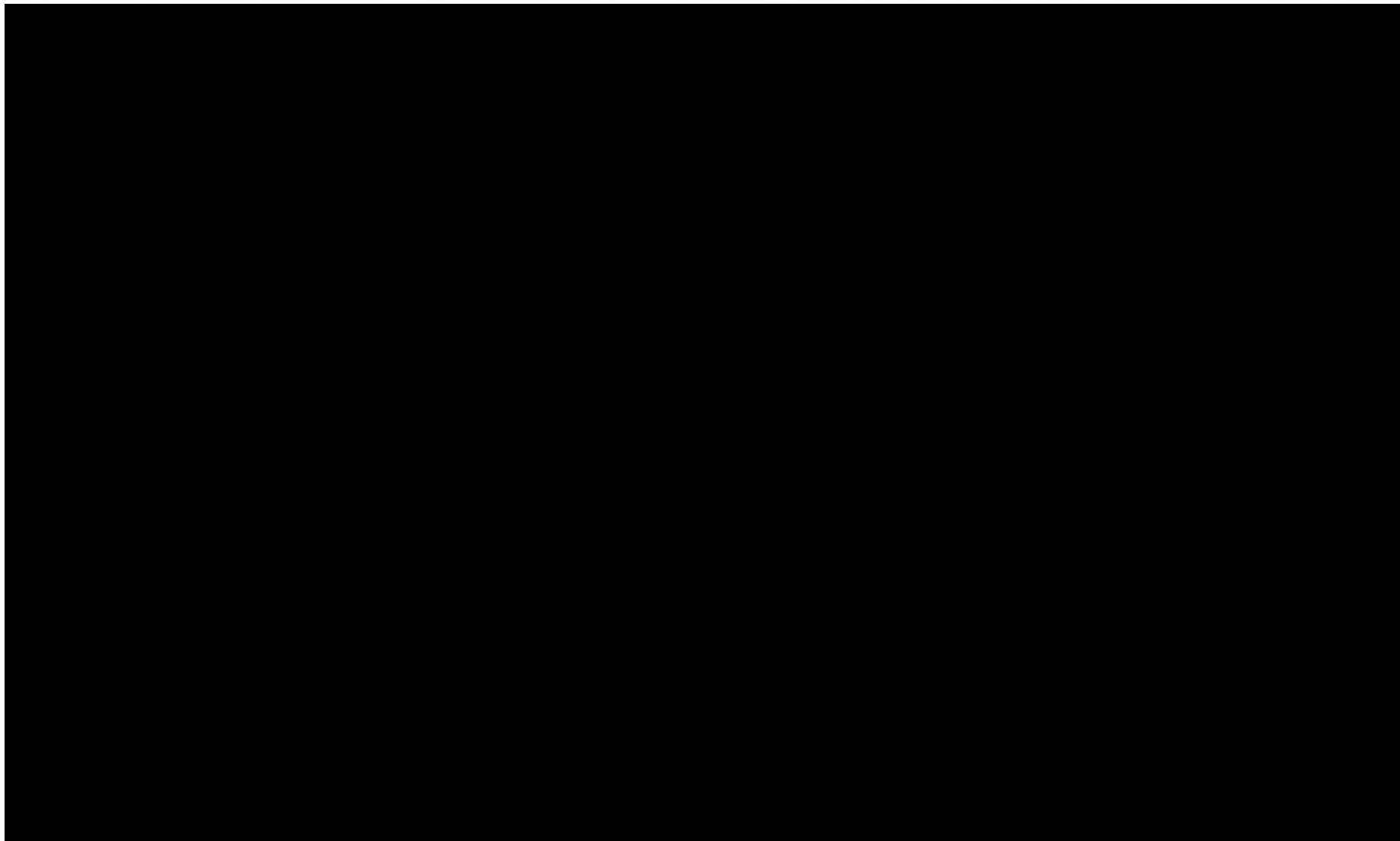
# **Infotainment Multimedia**

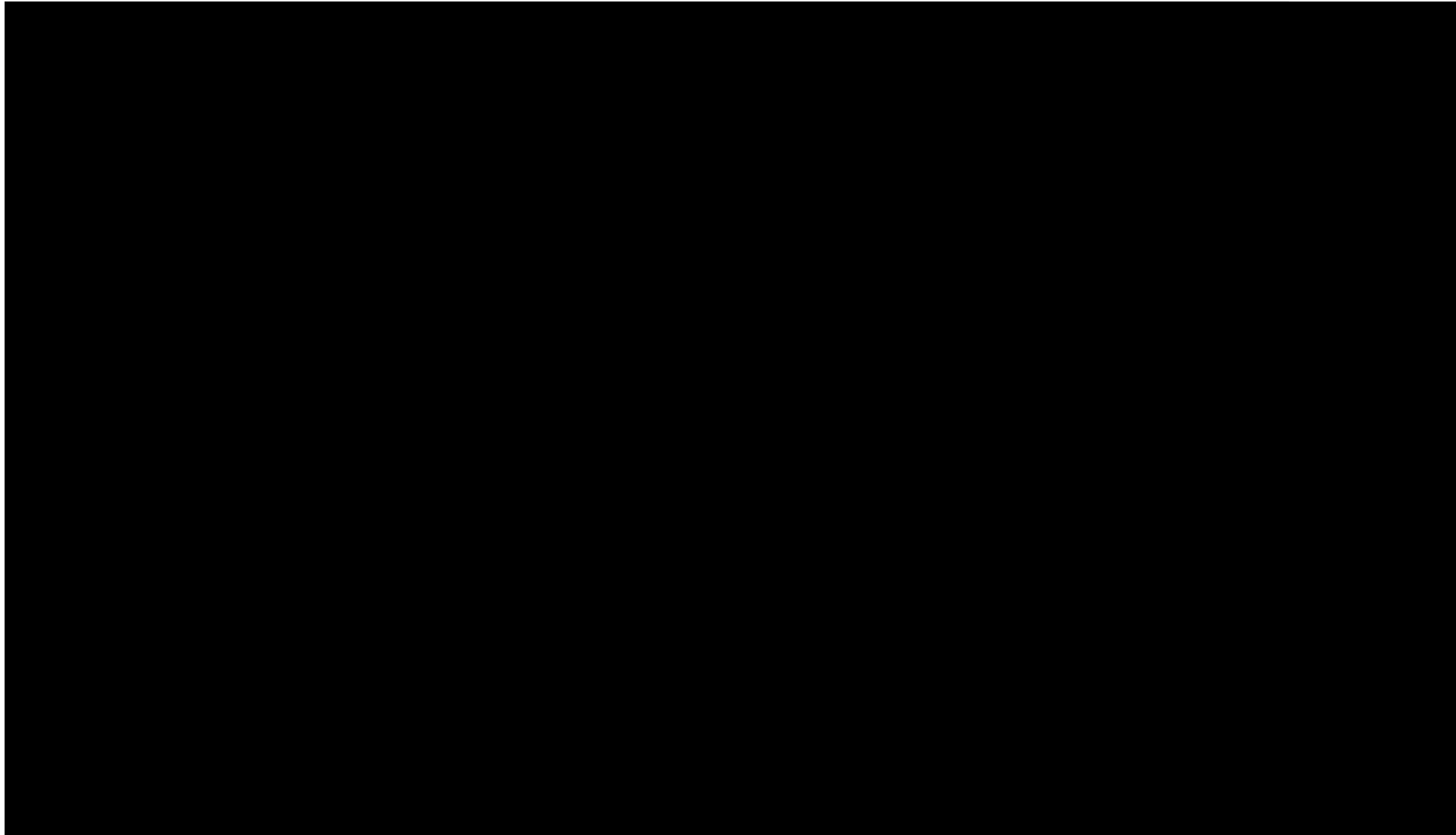
# 2010 Archetype Design

Infotainment & Multimedia

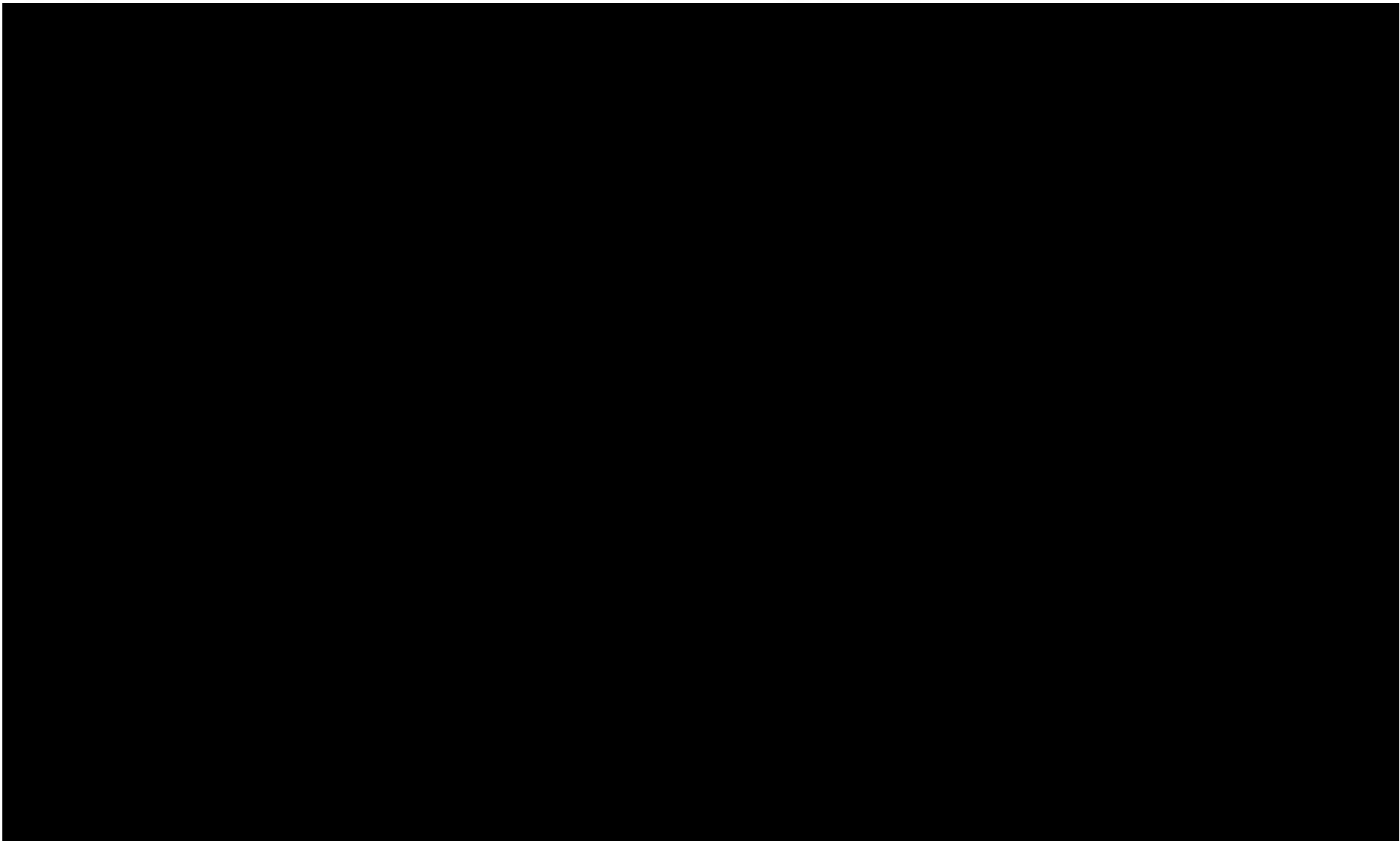
# 2009 Archetype Design

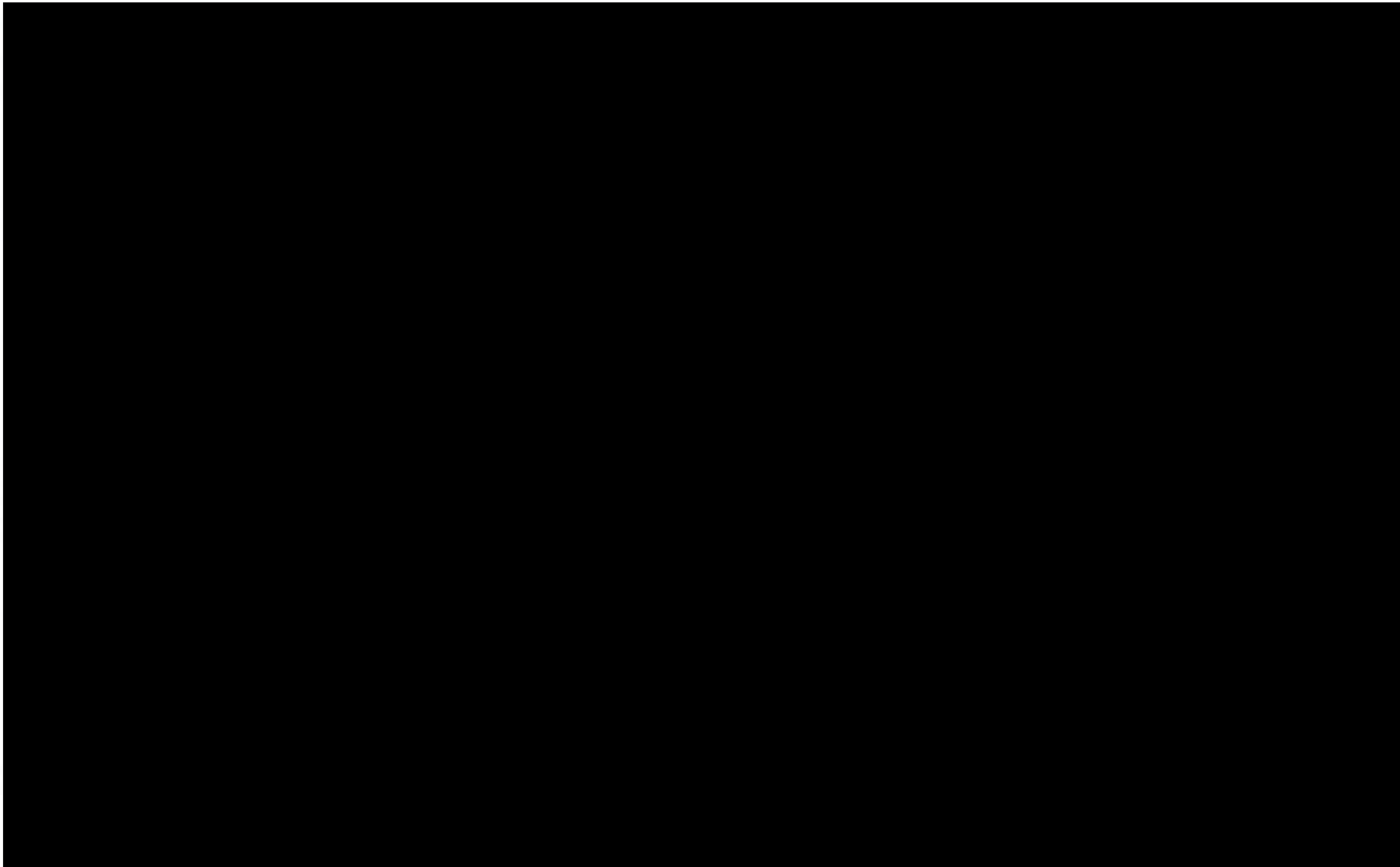












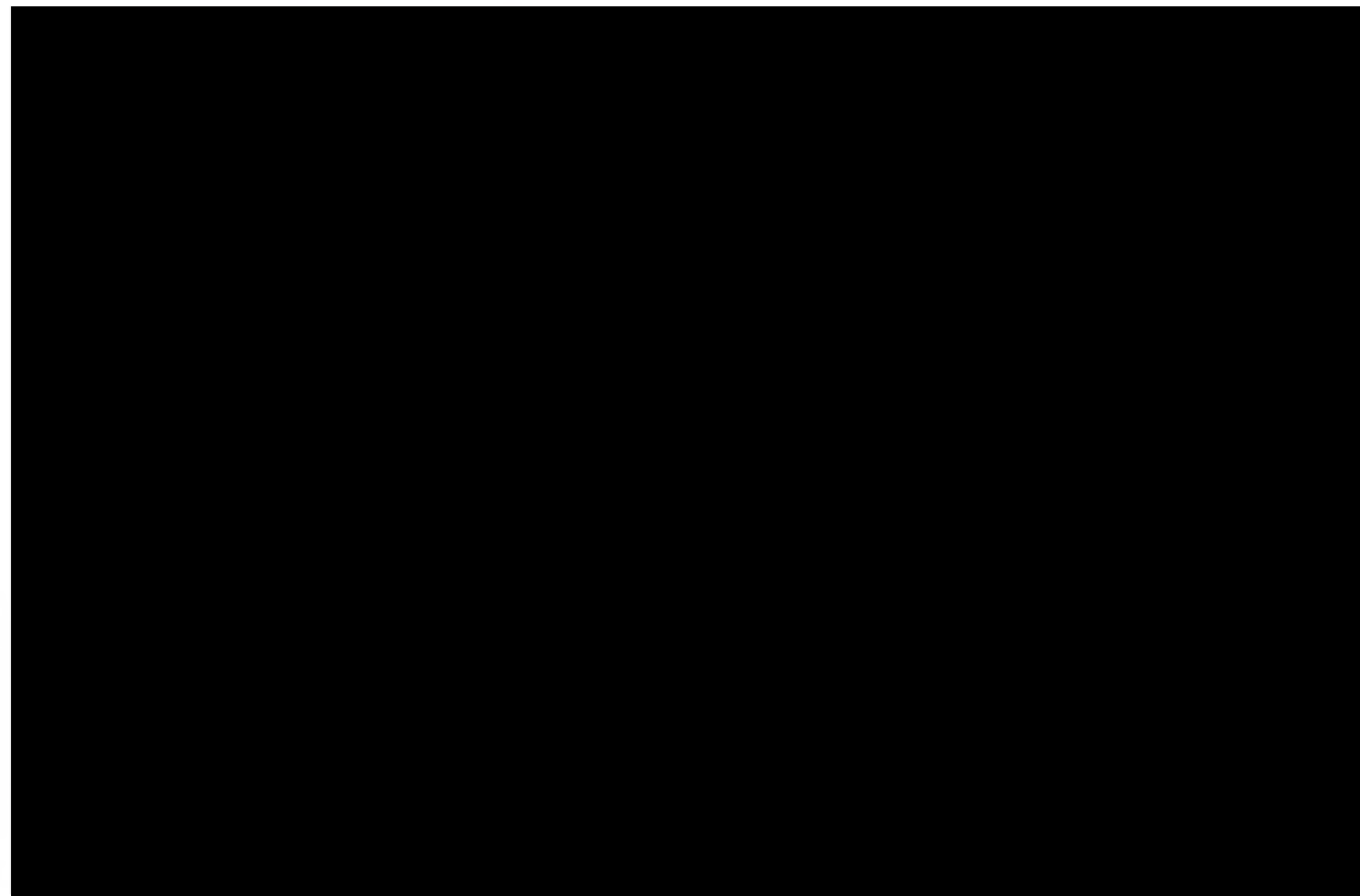
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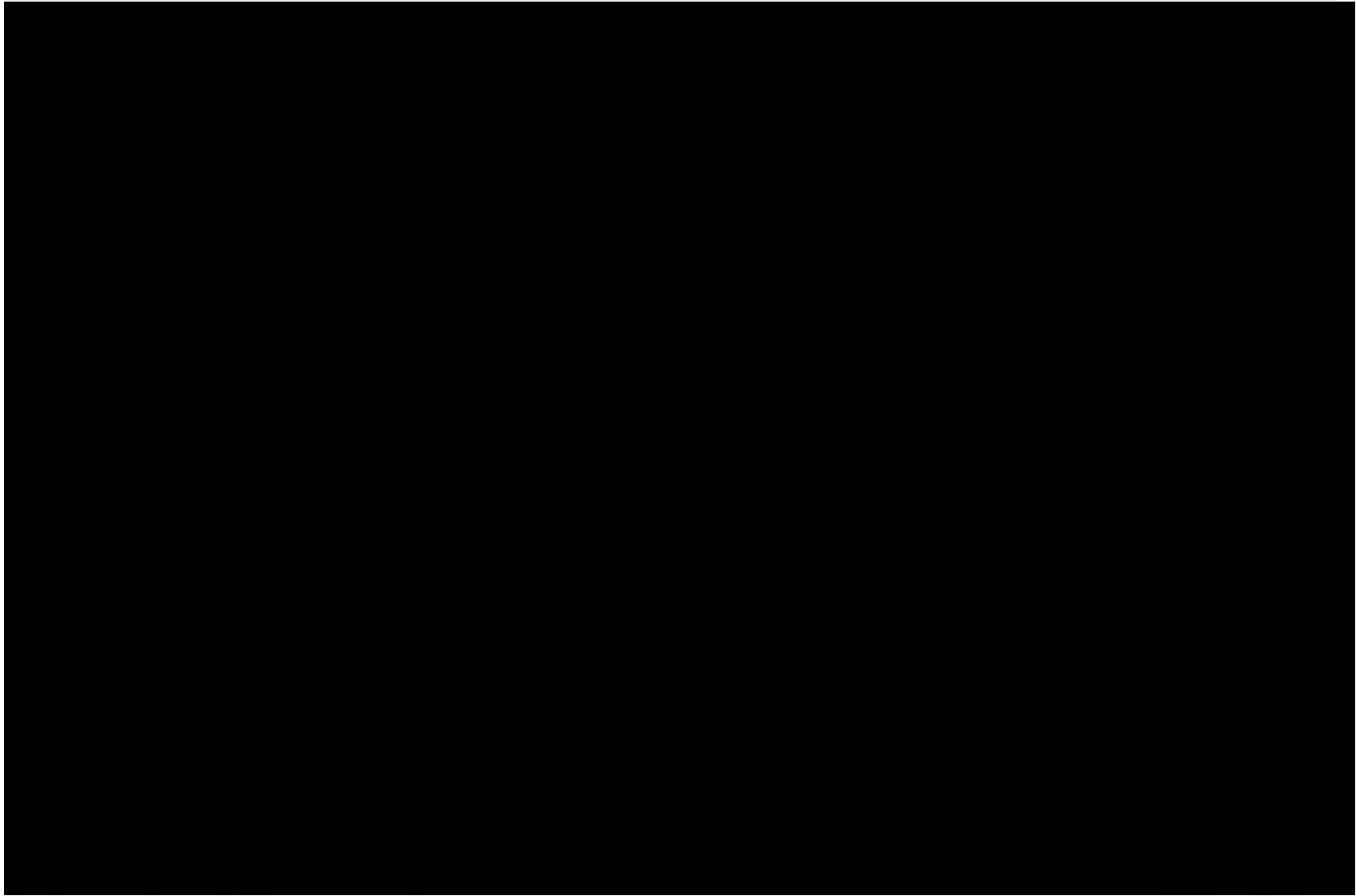
Highly Confidential - Attorneys' Eyes Only

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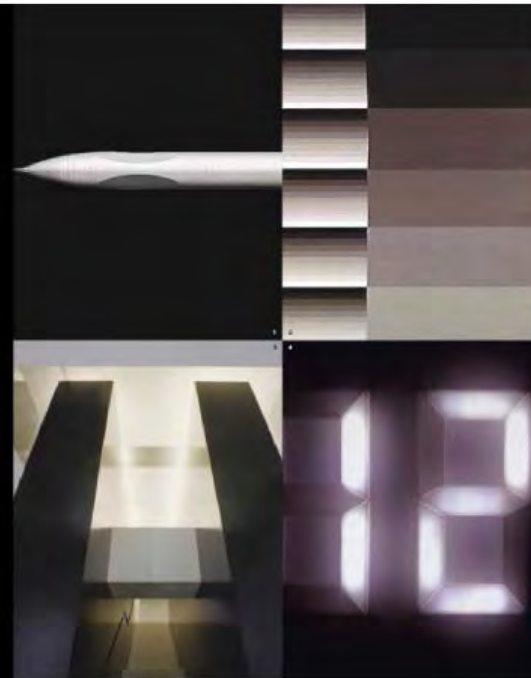
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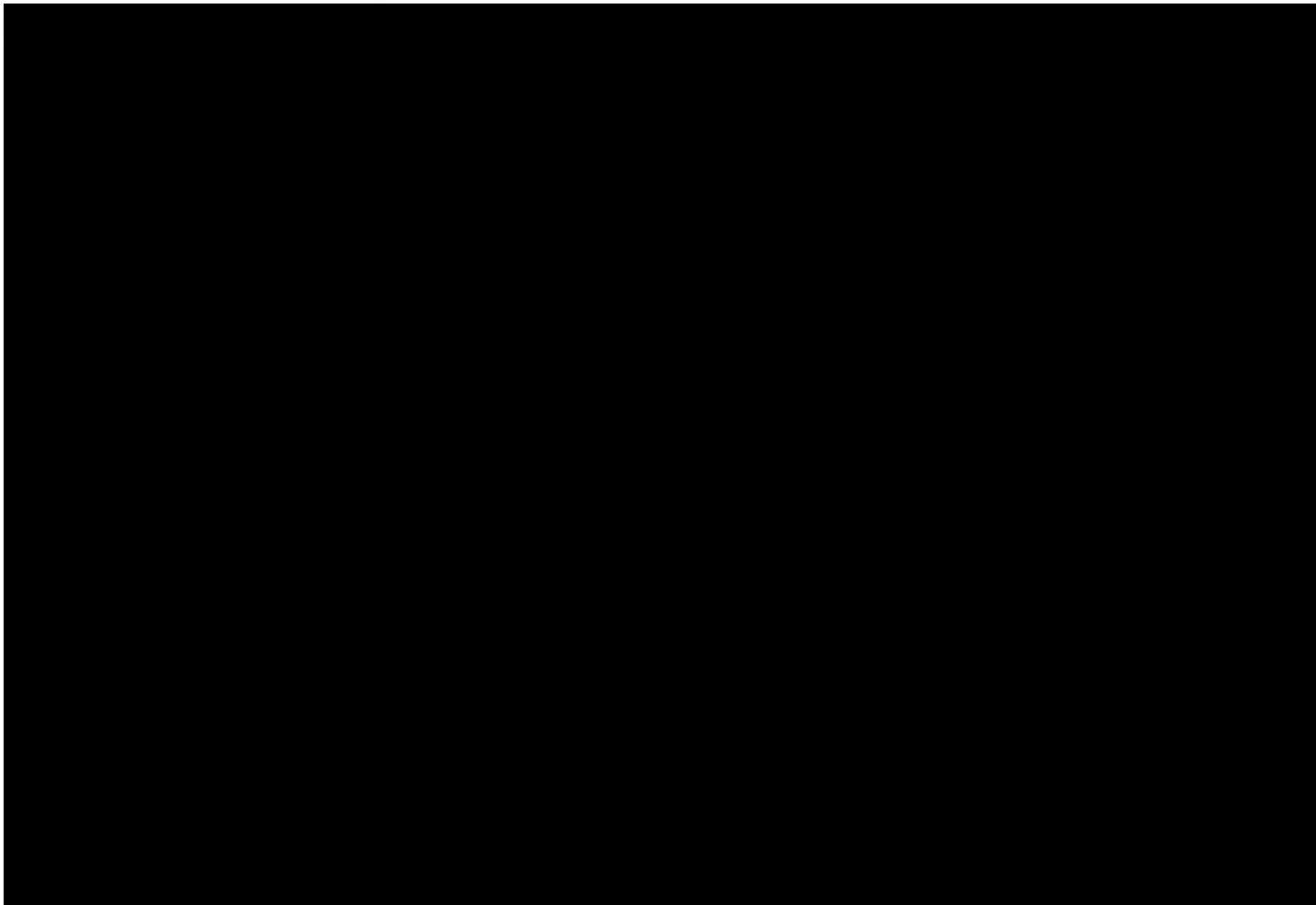
# Emotive Materials 2010

The next generation of materials for Samsung mobiles

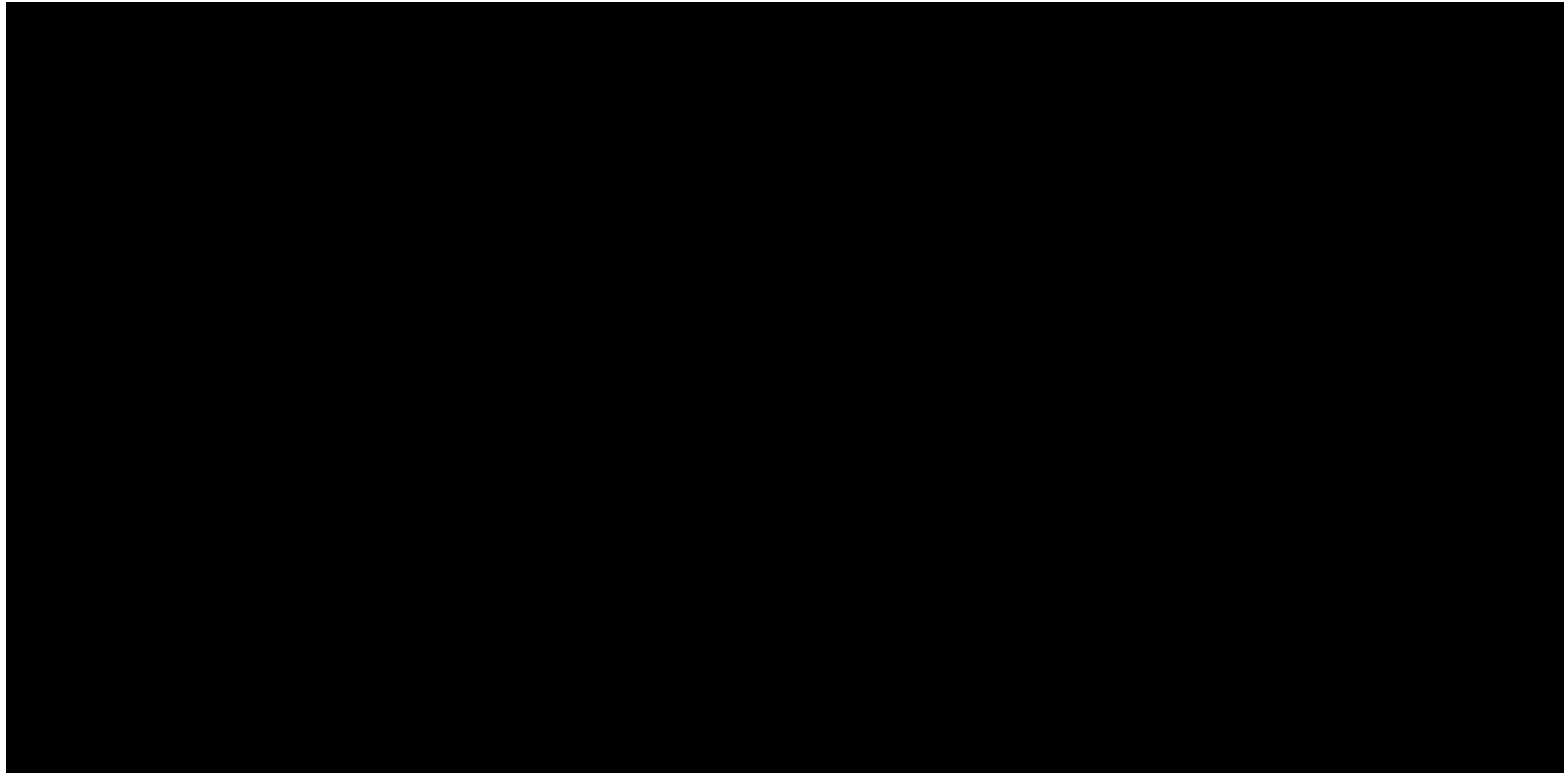
# M

# ATERIALS



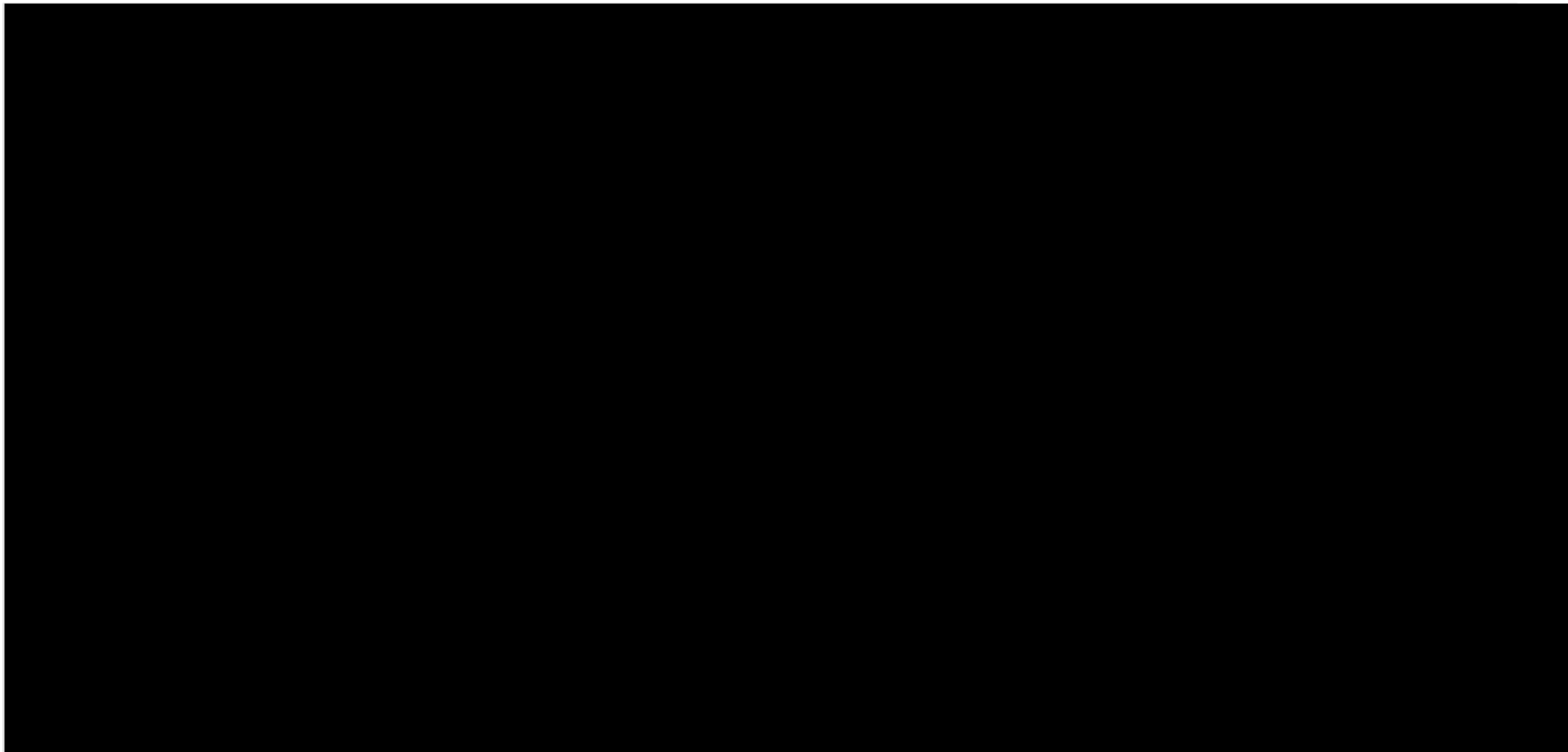






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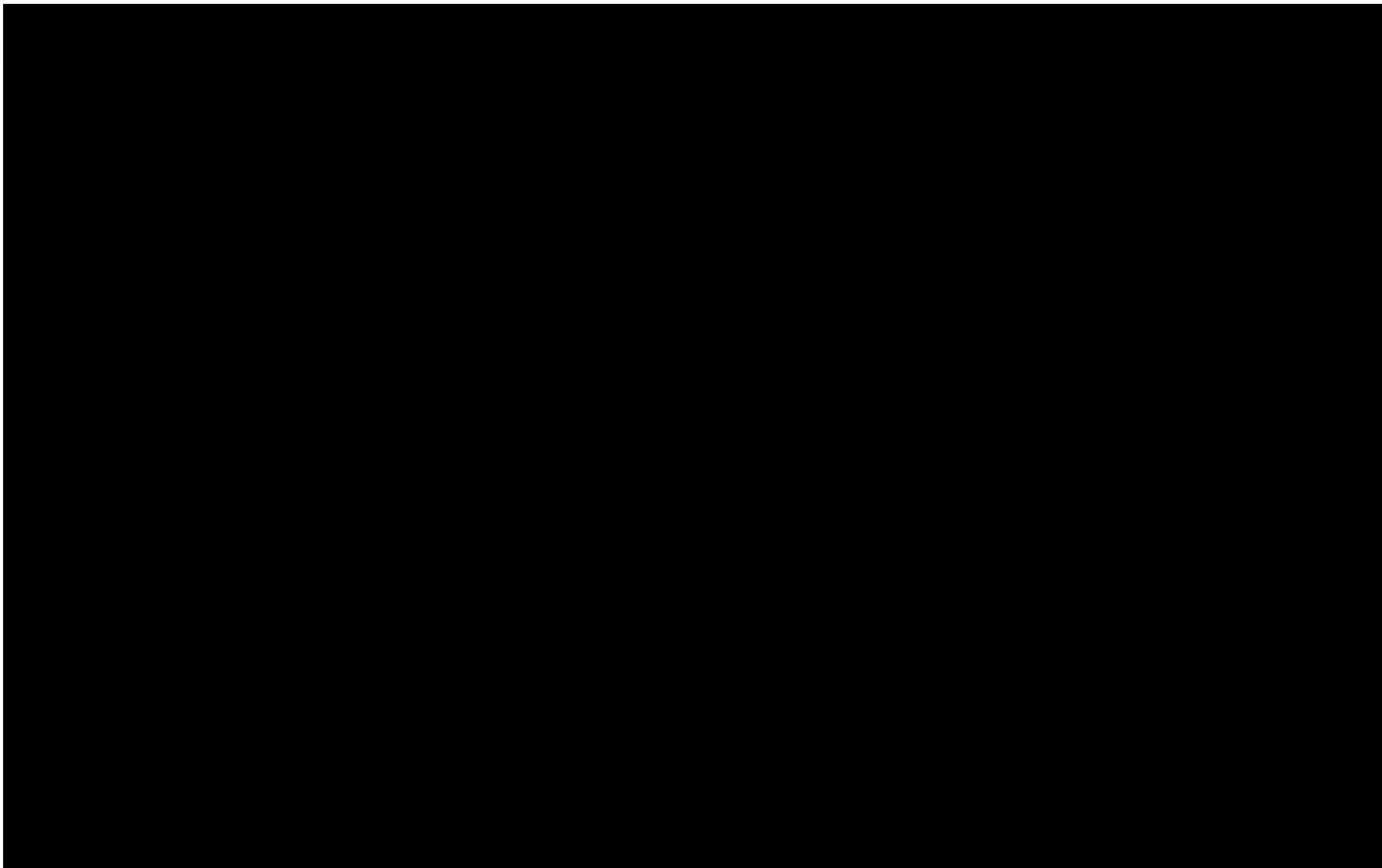
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## New Plastic

## New Metal





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