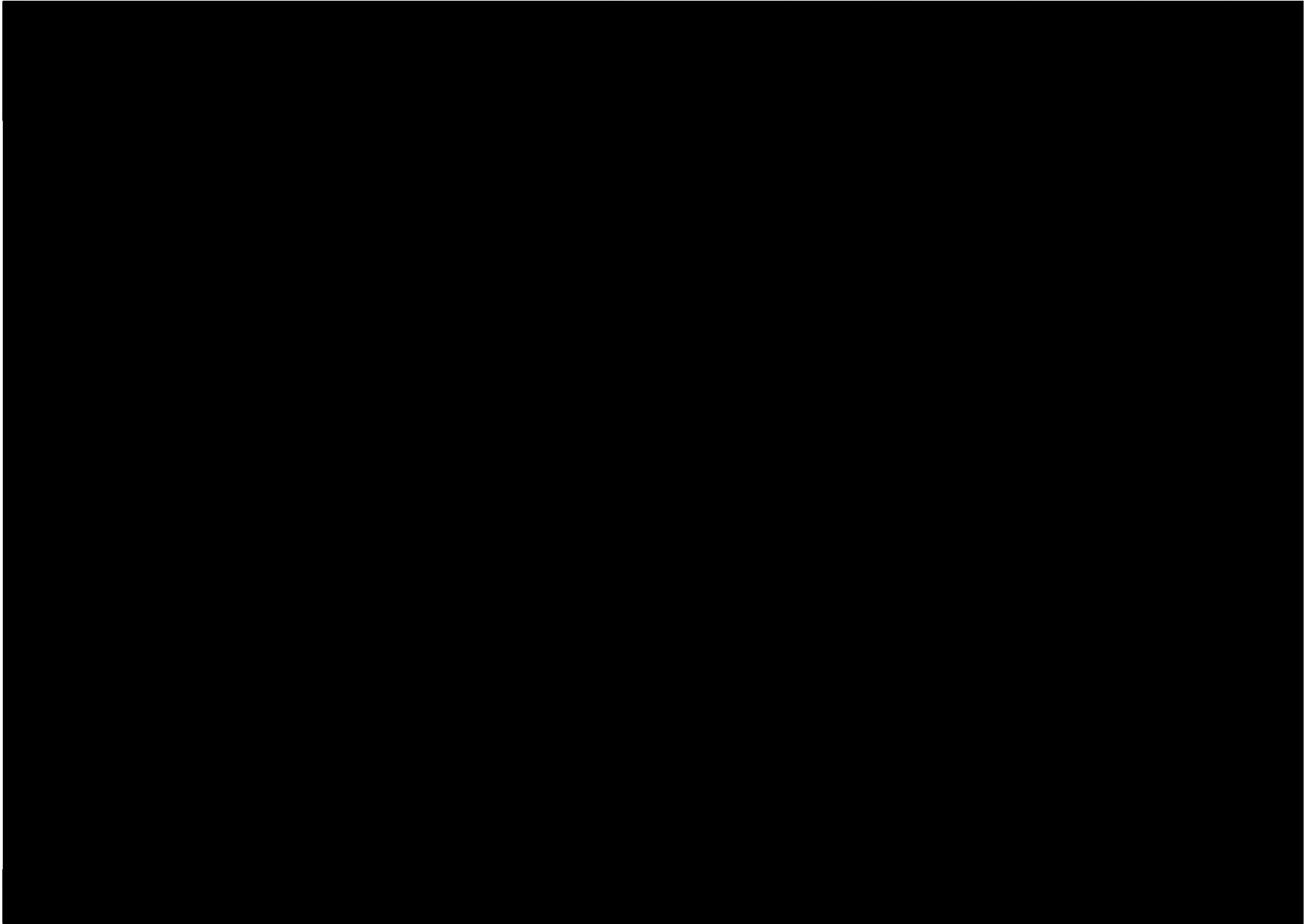


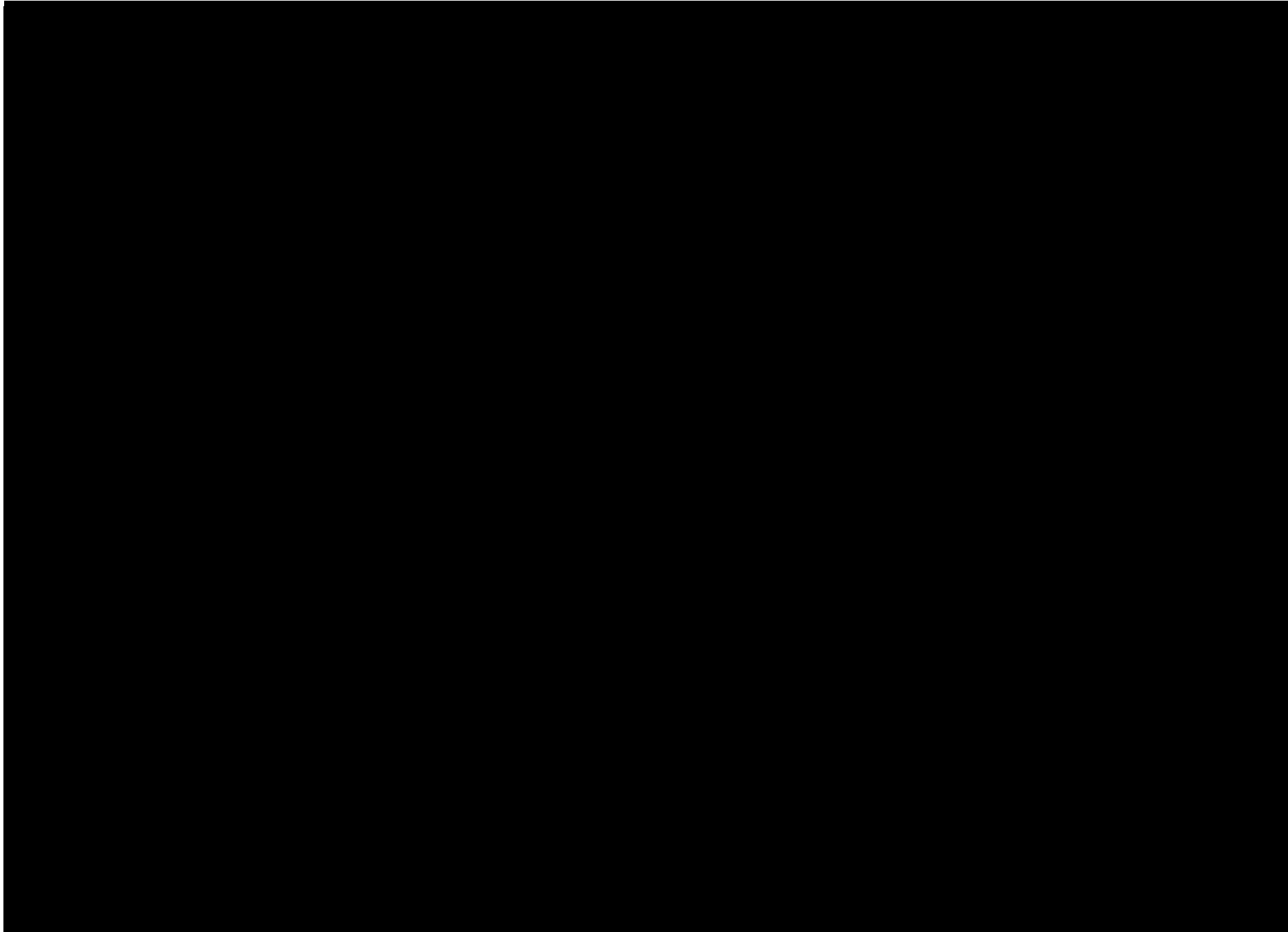
**KANG DECLARATION  
EXHIBIT 18  
PART 4 OF 5**

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

**Ex. 31 (Part 4 of 5)**

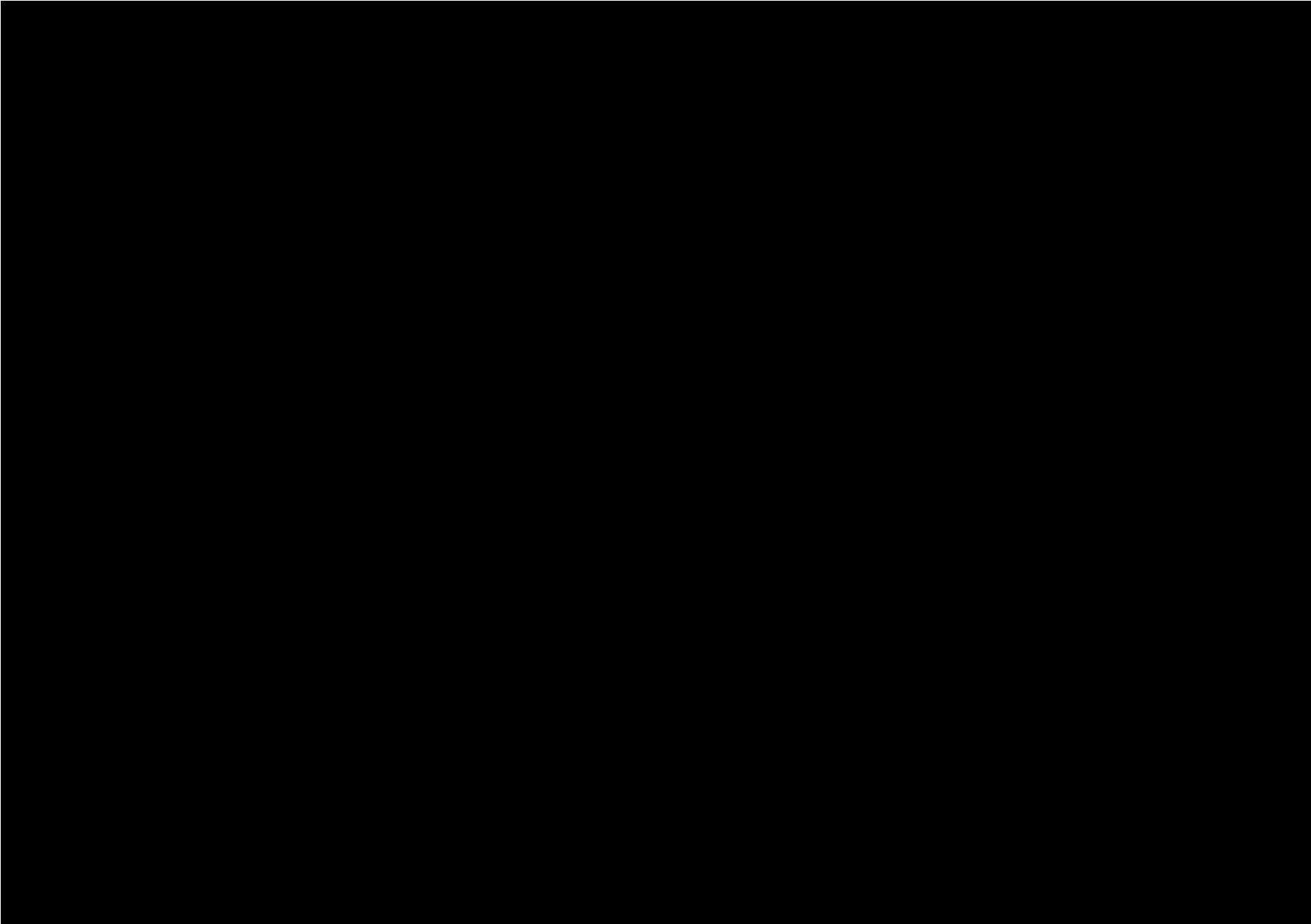
**Filed Under Seal**

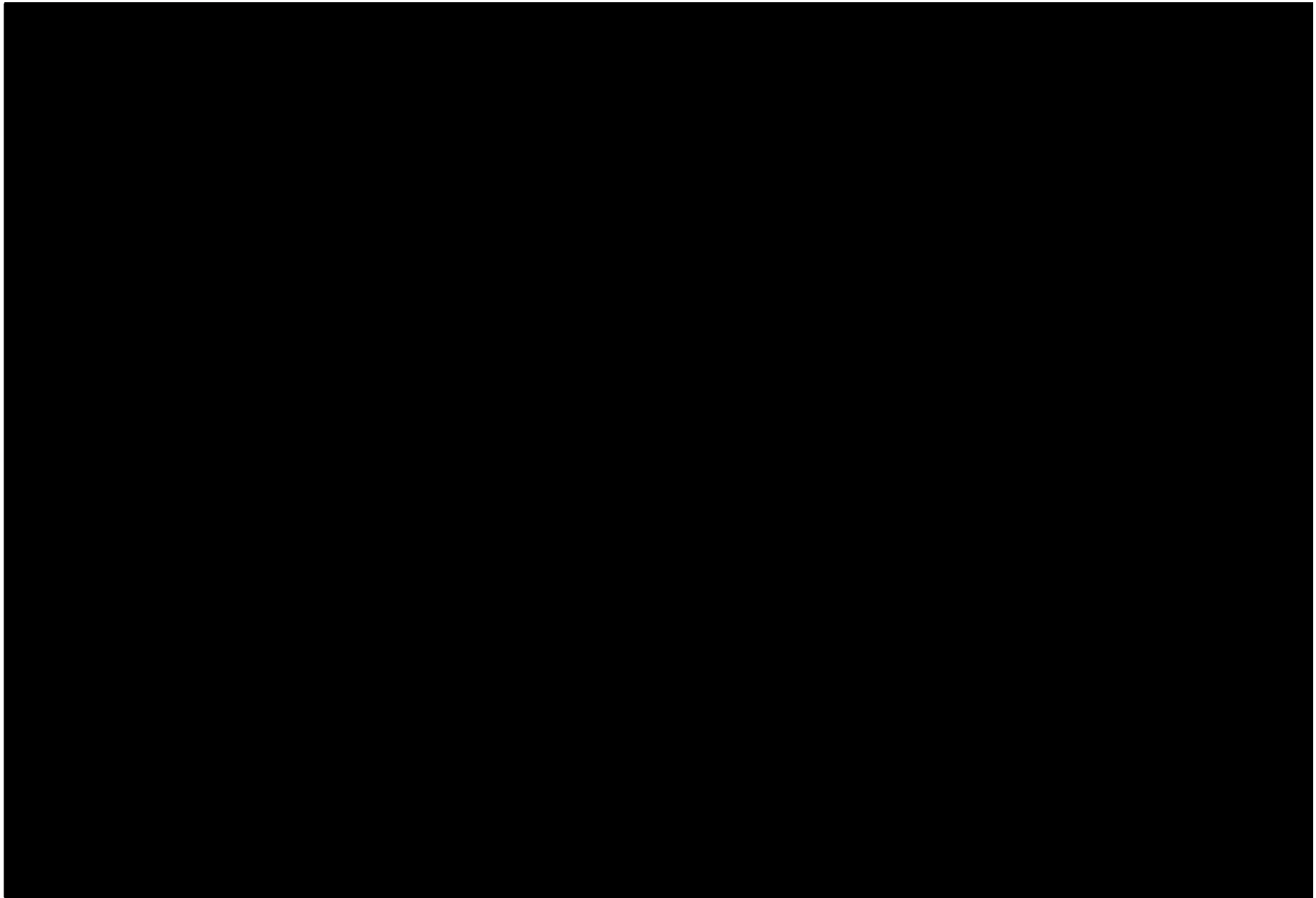




2010 Archetype Design Inspiration Workshop



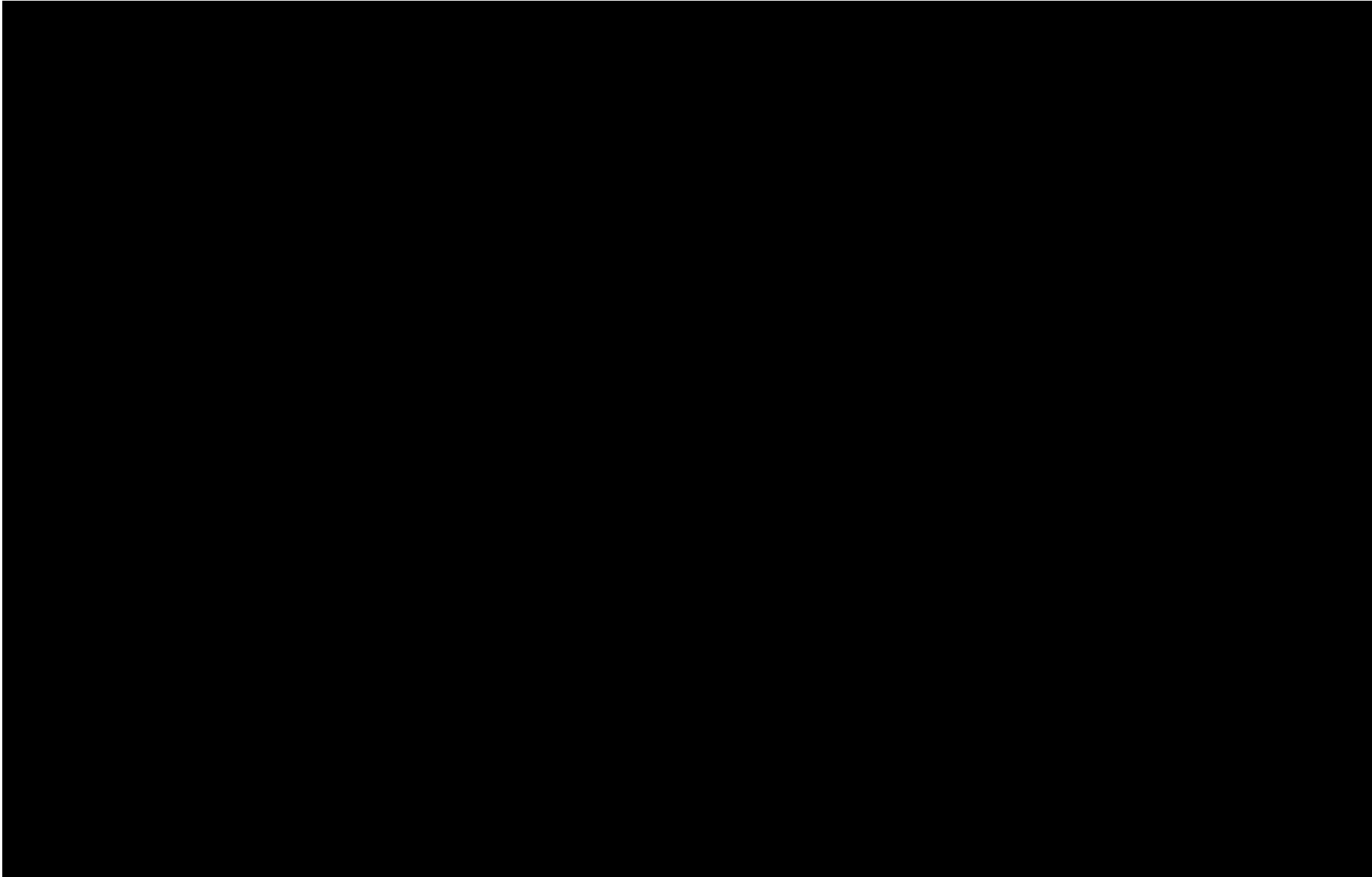


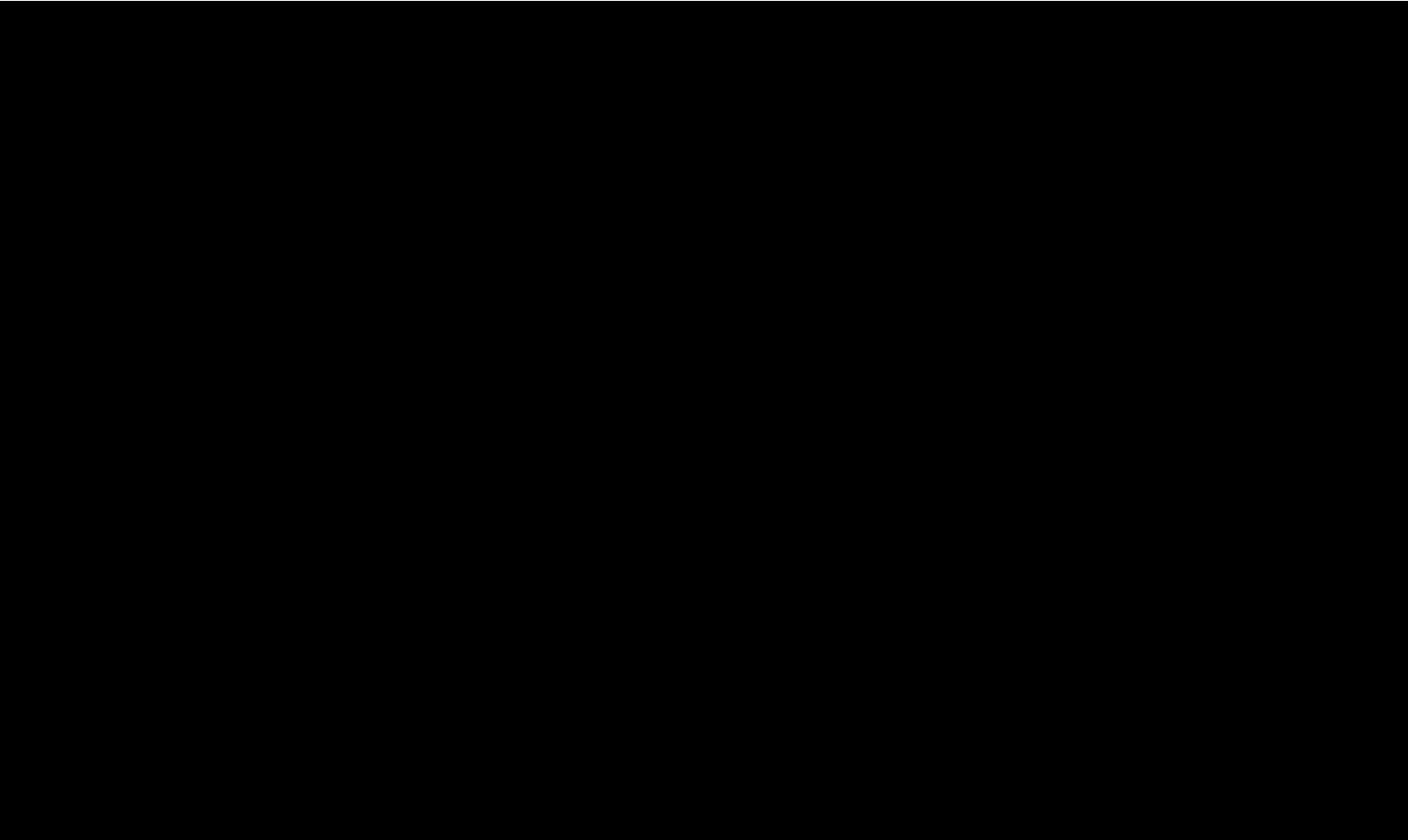


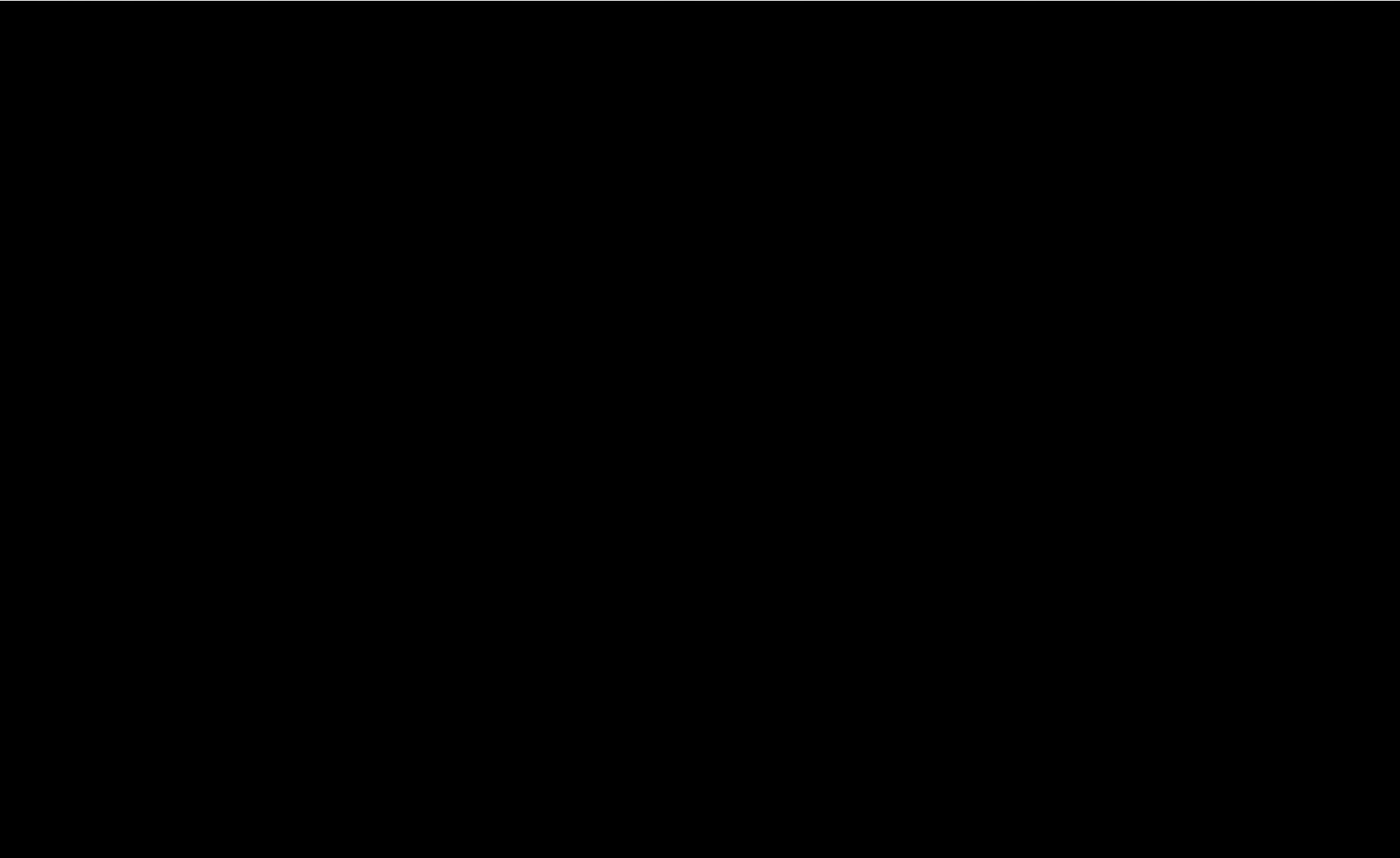


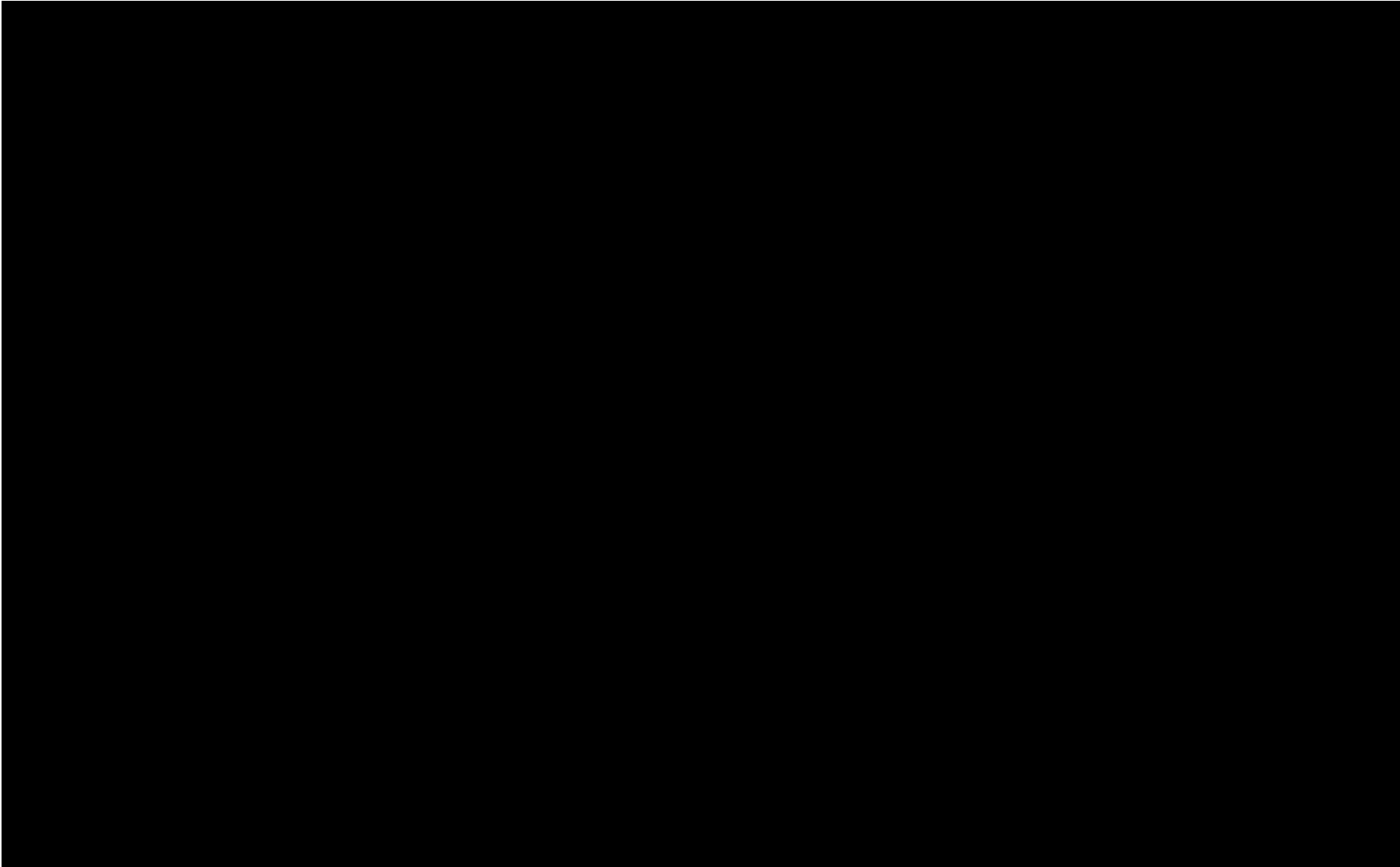












# 2010 Archetype Design Inspiration Workshop

## MEMBERS

### A

(New york - Copenhagen - Tokyo)

#### Style & Business

6 people (Total 8 people)

- Minhyouk Lee      Principal Designer
- Jinsoo Kim        Lead Designer
- Taejoong Kim    Lead Designer
- Yongseok Bang   Lead Designer
- Joonghyuk Lim    Lead Designer
- Hayool Chung    Lead Designer
- Namsoo Kim      Senior Designer
- Jaewoong Chung  Senior Designer

### B

(London - Barcelona - New york)

#### Infotainment & Multimedia

8 people (Total 9 people)

- Seungmin Park    Principal Designer
- Sungkwon Kim    Lead Designer
- Bumsoo Park      Lead Designer
- Taewan Kim        Lead Designer
- Jinman Chung     Lead Designer
- Joonyong Song    Lead Designer
- Junghyun Choi    Lead Designer
- Sangsik Park      Lead Designer
- Hyuksoo Choi     Lead Designer

2010 Archetype Design Inspiration Workshop  
SCHEDULE

A

(New york - Copenhagen - Tokyo)

Style & Business

8/26/2008 (Tues) ~ 9/4 (Thurs)  
Total of 9 nights 10 days

2008/ 8/26 ~ 8/30 - New york

8/30 ~ 9/ 1 - Copenhagen

9/ 2 ~ 9/ 4 - Tokyo

9/ 4 -Arrive in Seoul

B

(London - Barcelona - New york)

Infotainment & Multimedia

8/26/2008 (Tues) ~ 9/4 (Thurs)  
Total of 9 nights 10 days

2008/ 8/26 ~ 8/29 - London

(SDE meeting)

8/29 ~ 8/31 - Barcelona

8/31 ~ 9/ 4 - New york

9/ 4 - Arrive in Seoul



## 2010 Archetype Design Inspiration Workshop

### Inspiration Points

#### London

- Serpentine Gallery
- Sarah Morris / Maison's Yard
- The Wonder Rooms / Selfridges
- The Photographers Gallery
- 'skin and bones' Exhibition / Somerset house
- Laban Dance Centre
- 'Volume', by United Visual Artists / V&A museum
- Rivington Place by David Adaye
- InVIA Gallery

#### Tokyo

- Ginza and Omotesando
- Amadana, Omotesando Hills
- NE Apartment by Yuji Nakae
- Gyre Omotesando, Jingumae Shibuya-ku
- Reihoku community hall by Hitoshi Abe

#### New York

- Five Franklin place
- Inter Active Corp, NYC
- New museum of Contemporary Art
- Stella McCartney
- Apple Store
- la Maison unique / Longchamp
- Nike ID
- The Museum of Modern Art
- P.S. 1 Contemporary Art Center
- International Center of Photography

#### Copenhagen

- Kastrup Airport
- Black Diamond City
- Fox Hotel

#### Barcelona

- 'Els Colors' Kindergarten
- Gracia
- Santa Caterina Market, La Rbera



## Material Workshop

Objective: New Materials Theme/ Product Design Motif Exploration and Workshop

Date: **9. 8~ 11** (5 days)

Location: London and 4 other cities in Europe

Attendance: **SDE** – Eliot Kim and 2 product designers, 1 material designer

**MC Cluster** – Principal Designer Seoggeun Kim, Principal Designer Seungmin Park and two product designers

**CMF Lab** – Lead Designer Jinsoo Kim and 2 other people (in charge of metal, plastic)

**Color Lab** – Senior Designer Joonsung Hyun

**Material Consultant RED** – 1 Consultant

### Schedule

#### Day 1

Concept Sharing workshop (Initial idea sketches)

#### Day 2-5

This trip needs to involve not only material-related companies or studios but also some inspirational places for design concepts. In order to get a design motives and stories, TV team had workshop sessions in some local places such as lighting of candles or how to make transparent colors of the traditional glass in Finland, for example. While traveling, designers can visualize their ideas by doing sketches, which will be a effective concept developing session.



## Material Workshop

### New Materials Theme / Product Design Motif Workshop Detailed Schedule

#### Potential tour sites

This is a preliminary list of potential sites. We would need to select the most appropriate depending on availability, time with guides and logistics. The intent is to show the diversity of industries and advanced production practices.

#### Switzerland

- **Watch making**  
IWC / Schaffhausen  
Villa JeanRichard / Neuchâtel  
Musee Horlogie / Neuchâtel

#### Austria

- **Violin maker**  
Nagyvary Violins / Vienna  
Vienna philharmonics
- **Art**  
MUMOK  
Museum of modern art / Vienna  
Institute of fine arts / Vienna  
Kunsthau Bregenz (Zumtor) / Bregenz  
Kunsthau Graz (peter cook - Archigram)
- **Automotive**  
Mercedes G-wagen factory /  
Grenz
- **Gun making**  
Glock factory / Graz

#### Germany

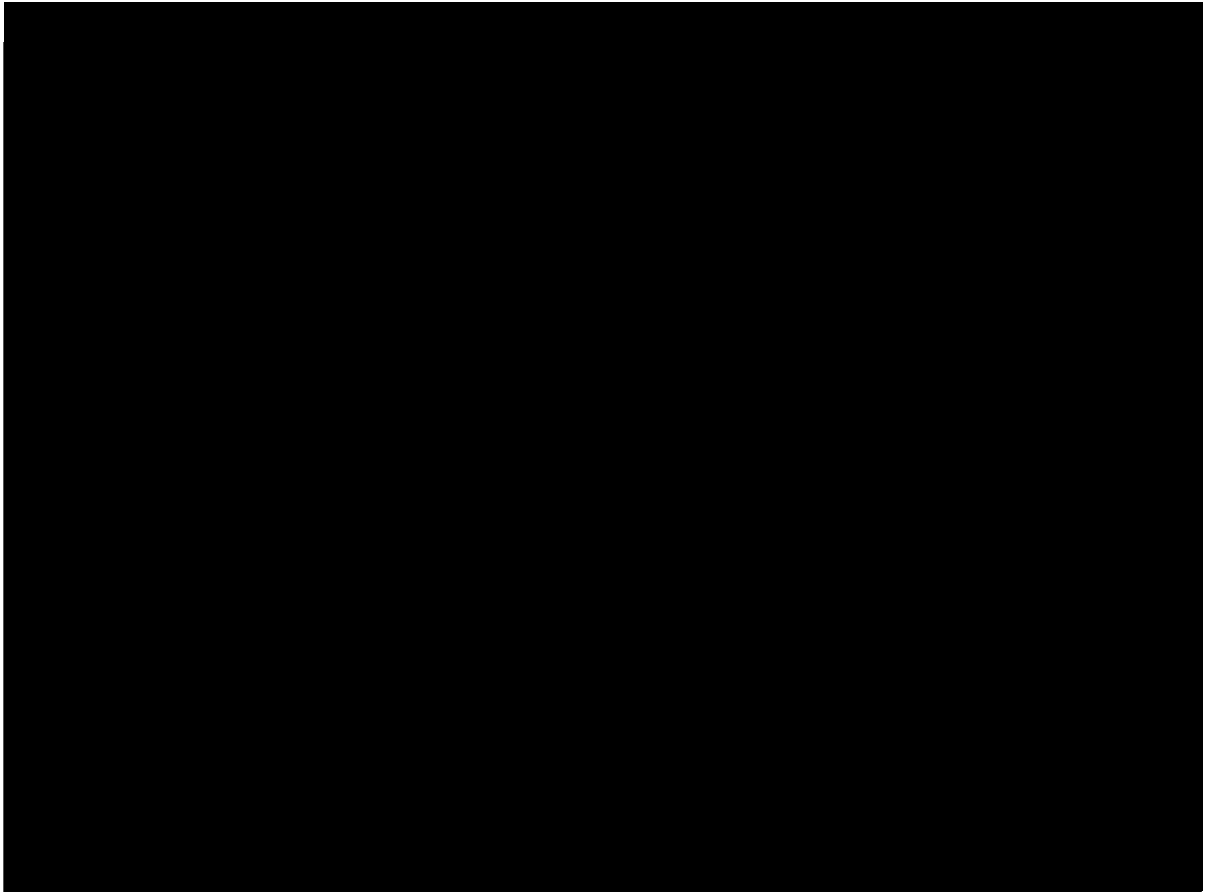
- **Industrial design**  
Bauhaus museum + school / Weimar
- **Camera factory**  
Leica factory museum / Solms
- **Sports apparel**  
Adidas headquarters / Herzogenaurach
- **Material collection**  
MaterialConnexin / Cologne
- **Aviation**  
Zeppelin factory & museum BodenSee  
Friedrichshafen

#### Denmark

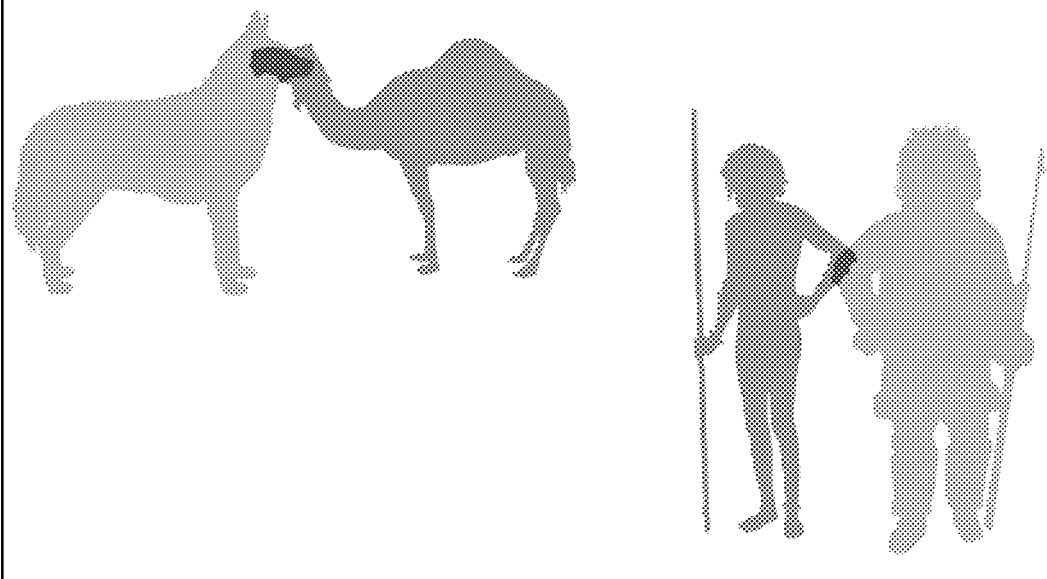
- **Furniture**  
Rud Rasmussen carpentry
- **Architecture**  
Airport terminal  
(Wilhelm Lauritzen) –  
Bellevue (Arne Jacobsen)
- **Art**  
Cronhammer / Iejre
- **Ceramics**  
Ole Jensen design studio  
Royal Copenhagen
- **Silver**  
Georg Jensen
- **Food**  
Camilla plum farm



Thank You.

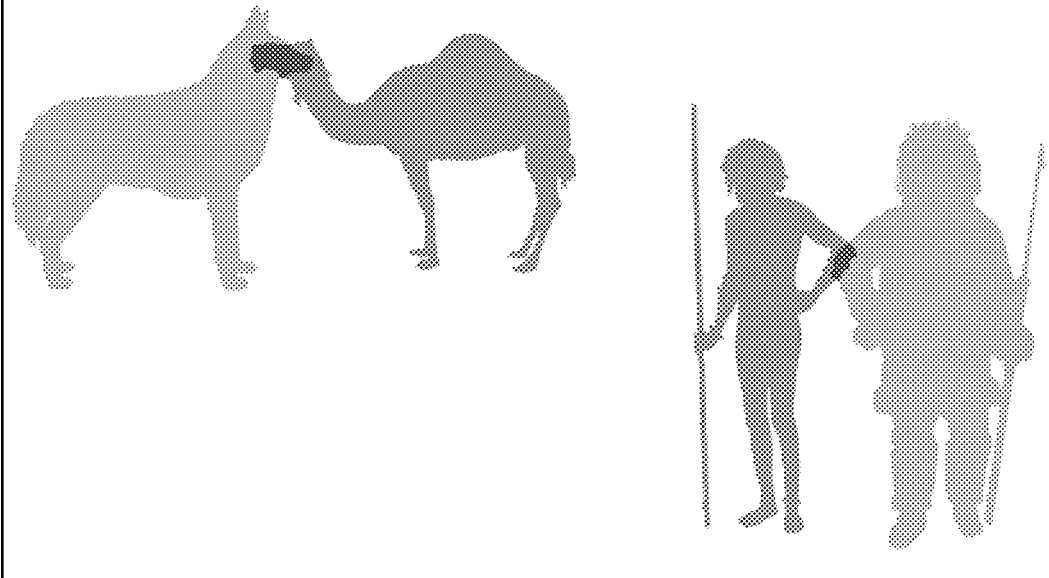


a question ???



a question ???

Jeep



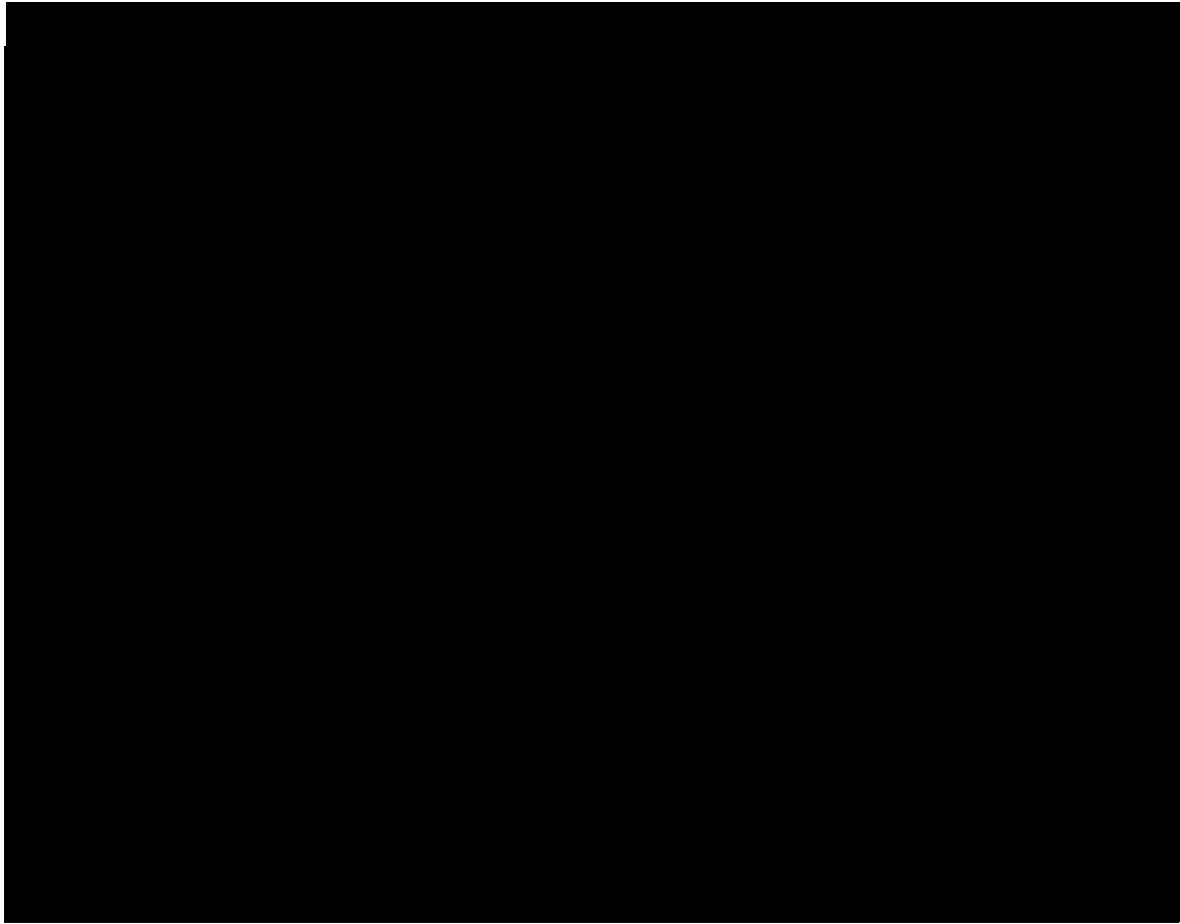
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Mobile communication Cluster 運營 (案)

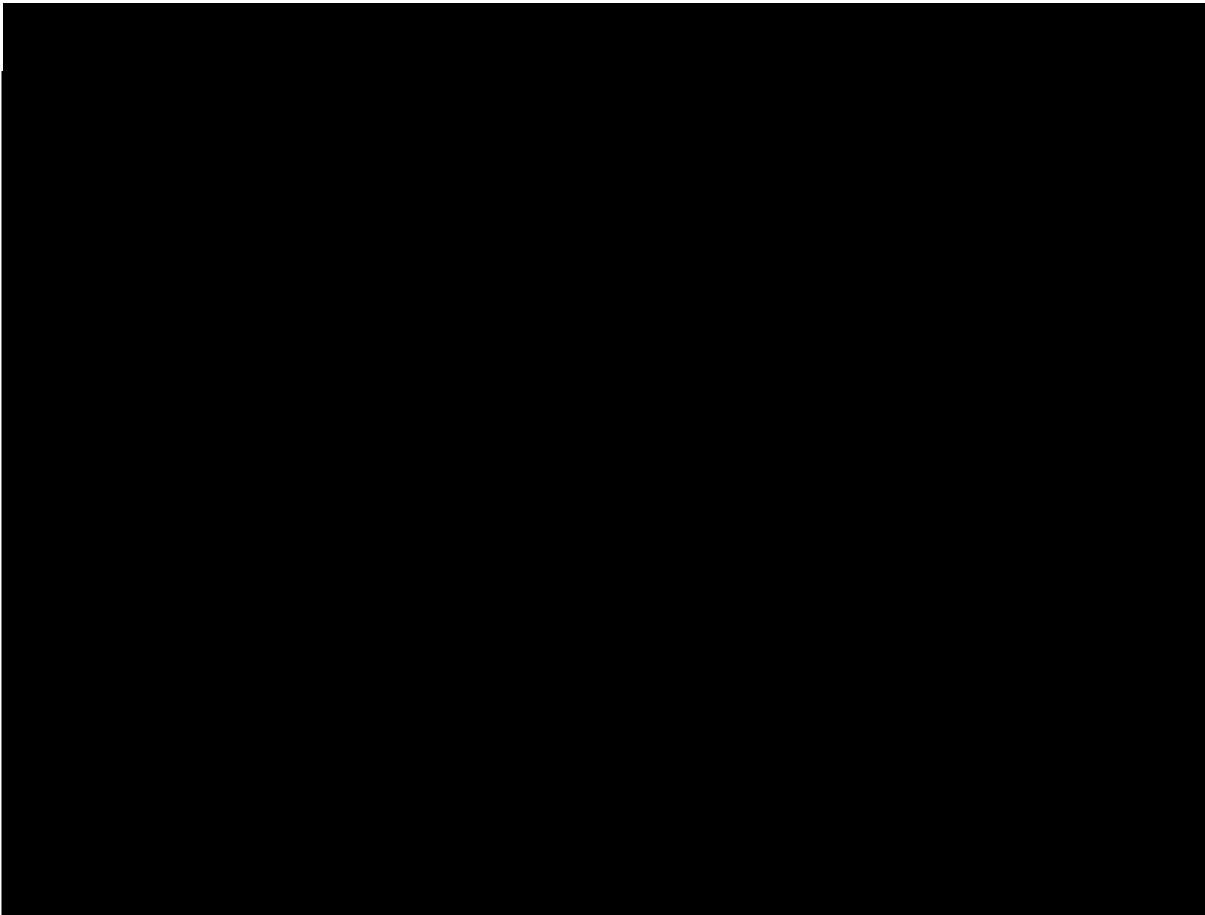
2008.05.13

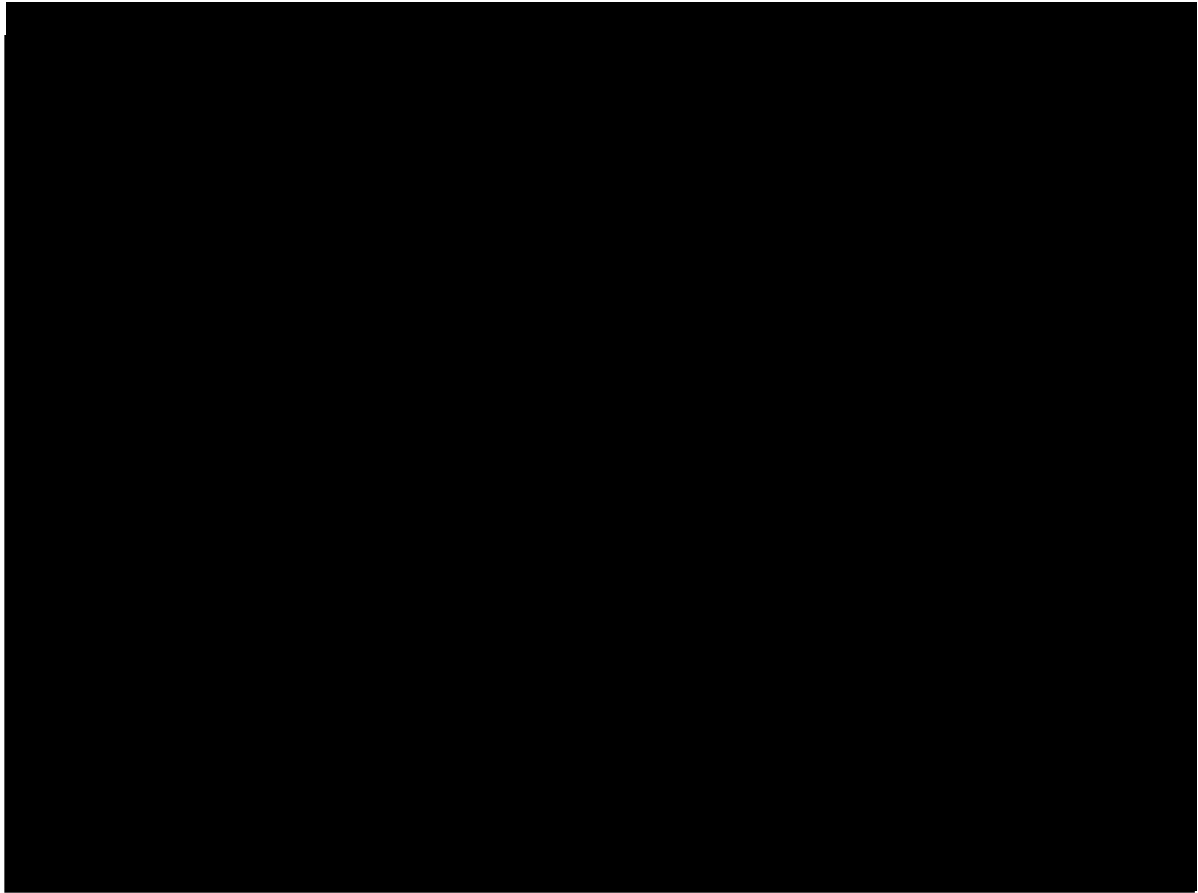
삼성전자 정보통신총괄 부총괄 사업부 디지털그룹 MC Cluster

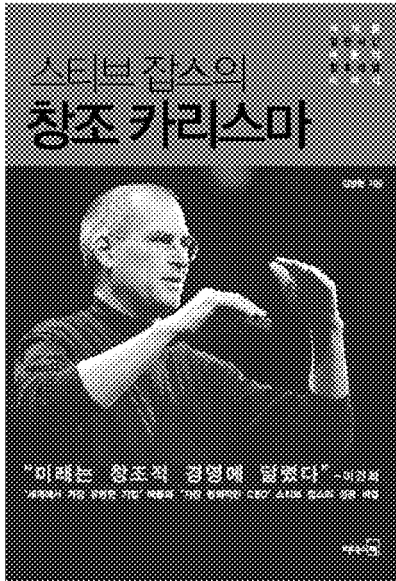
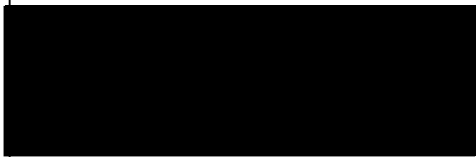
표지











\*20세기 경영과 21세기 경영을 다룬다. 20세기에는 물건만  
 손 안을 보지 않고 원자재와 부품의 가격을 따져야 했다. 21세기에는 고객  
 취향과 감성을 따라야 했다. 20세기에는 고객에게 제품을 팔아 돈을 벌었다. 21세기에는 고객에게 가치를 제공해서 돈을 벌었다. 20세기에는 고객에게 제품을 팔아 돈을 벌었다. 21세기에는 고객에게 가치를 제공해서 돈을 벌었다. 20세기에는 고객에게 제품을 팔아 돈을 벌었다. 21세기에는 고객에게 가치를 제공해서 돈을 벌었다.



경영 혁신의 열쇠는 '고객'이다. 고객은 100년 전에도 있었고, 100년 후에도 있을 것이다. 하지만 100년 전에는 고객에게 제품을 팔아 돈을 벌었다. 100년 후에는 고객에게 가치를 제공해서 돈을 벌었다. 100년 전에는 고객에게 제품을 팔아 돈을 벌었다. 100년 후에는 고객에게 가치를 제공해서 돈을 벌었다.

우수한 경영이 가져올 수 있는 21세기 기업 경영 패러다임의 승리는 누가  
 창조적 주도권을 가지고 기술과 패러다임을 이끄는 기업이 될지  
 있을.

