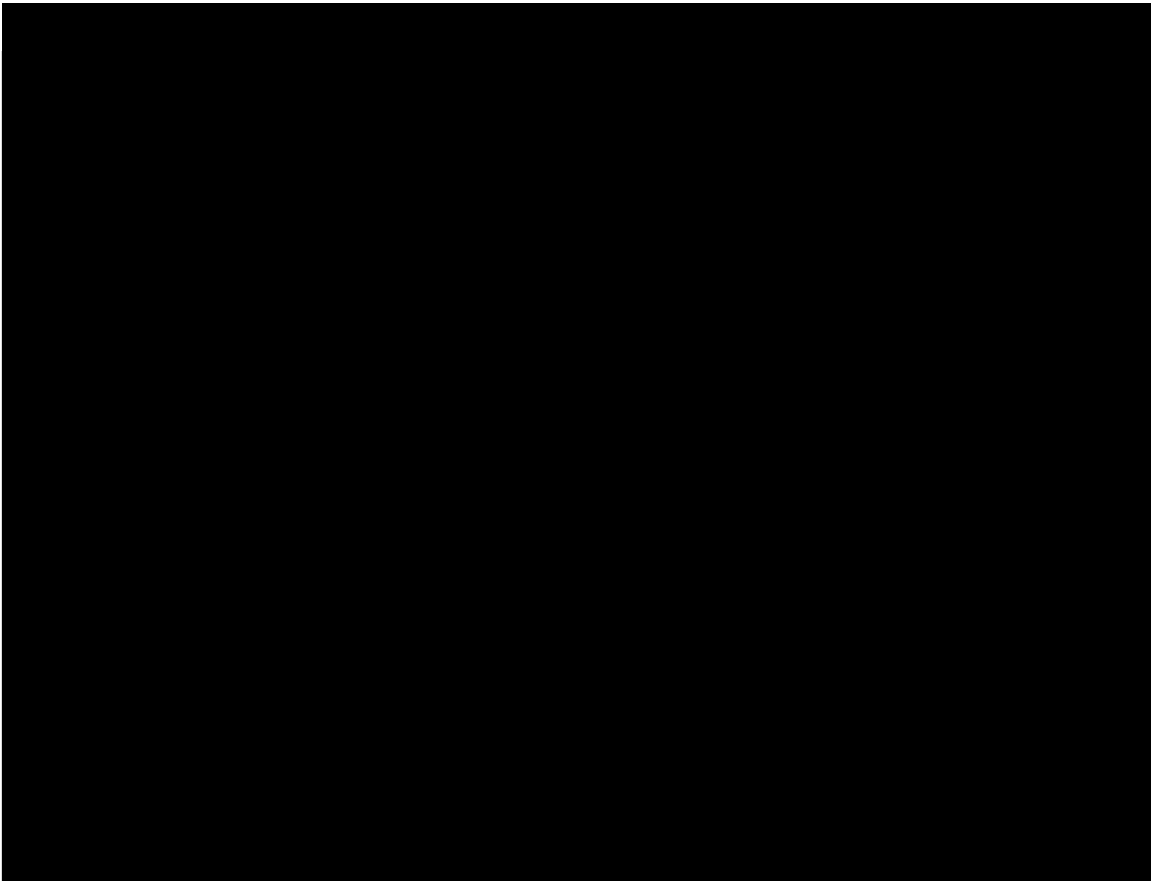


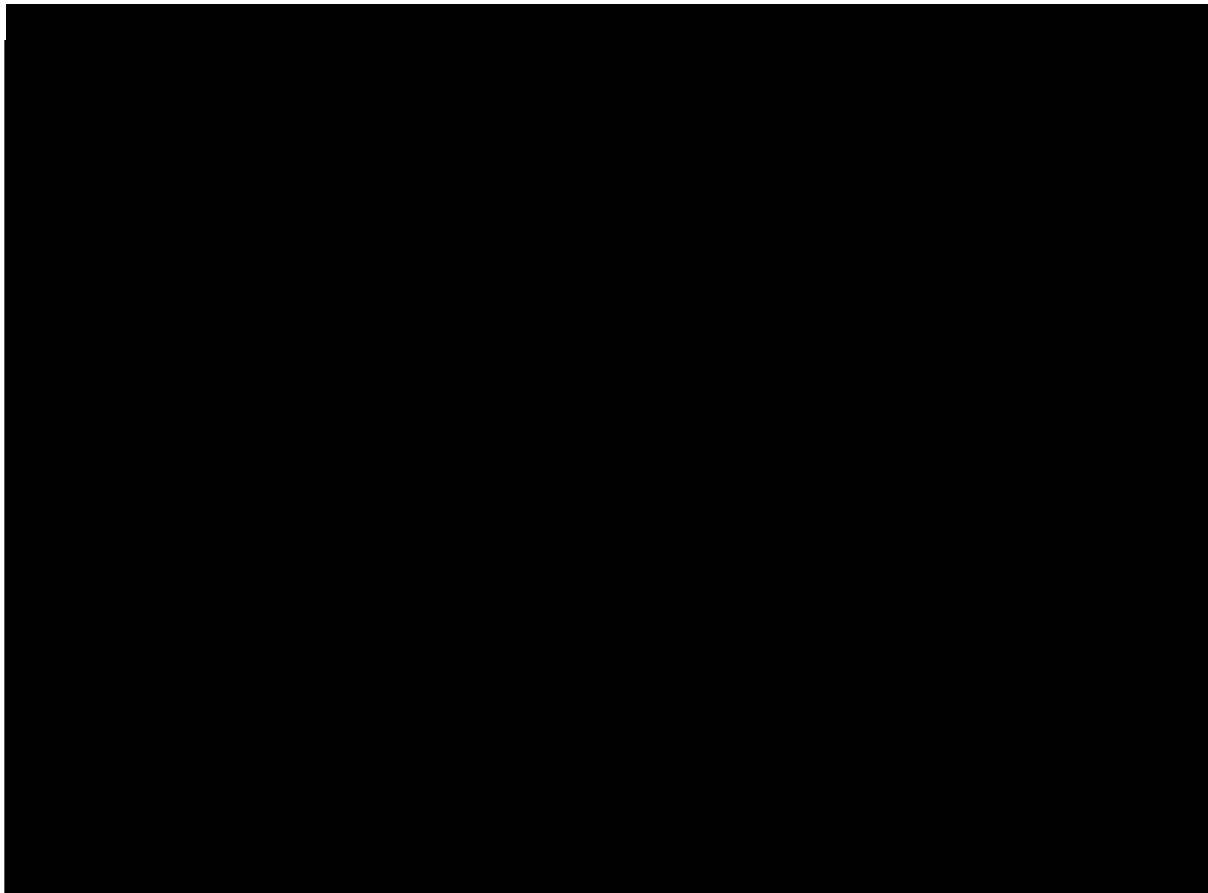
**KANG DECLARATION  
EXHIBIT 18  
PART 5 OF 5**

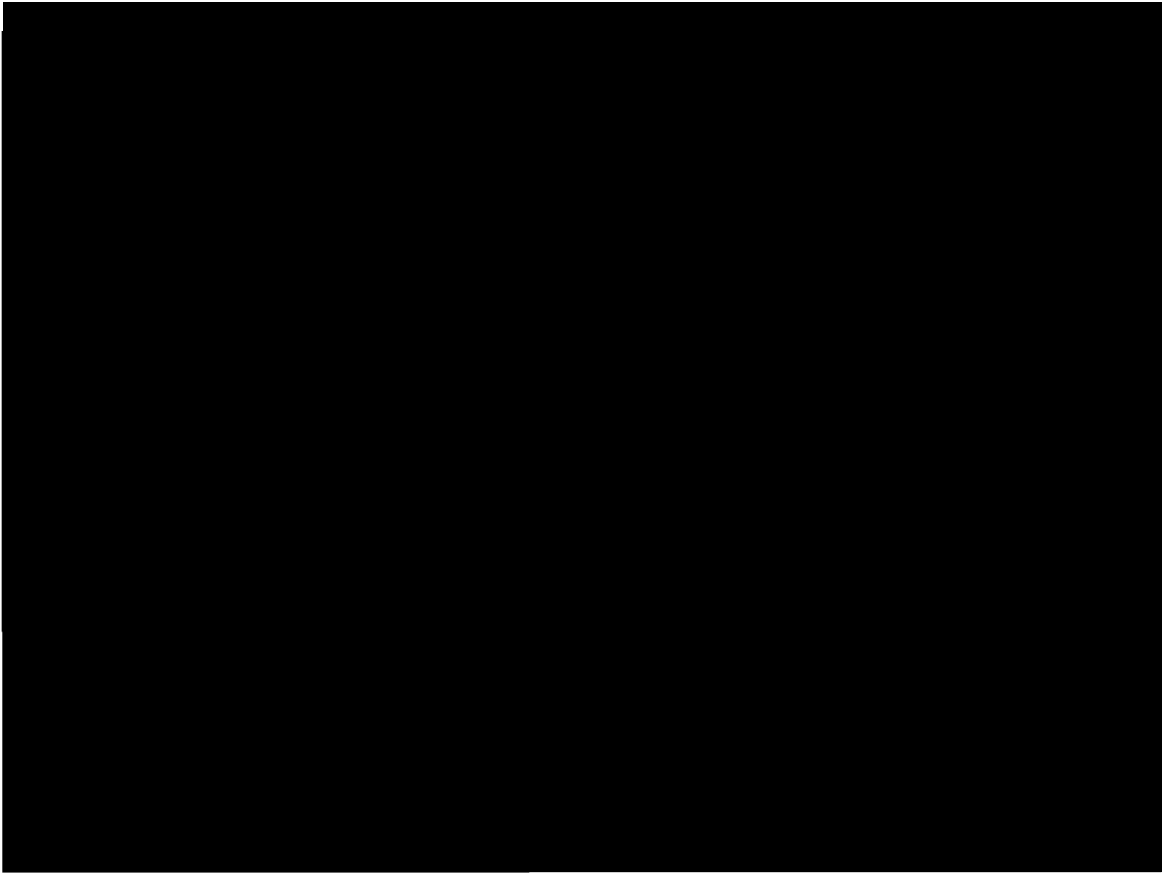
**Bressler Decl. In Support of  
Apple's Opp. to Samsung's  
Mot. For Summary  
Judgment**

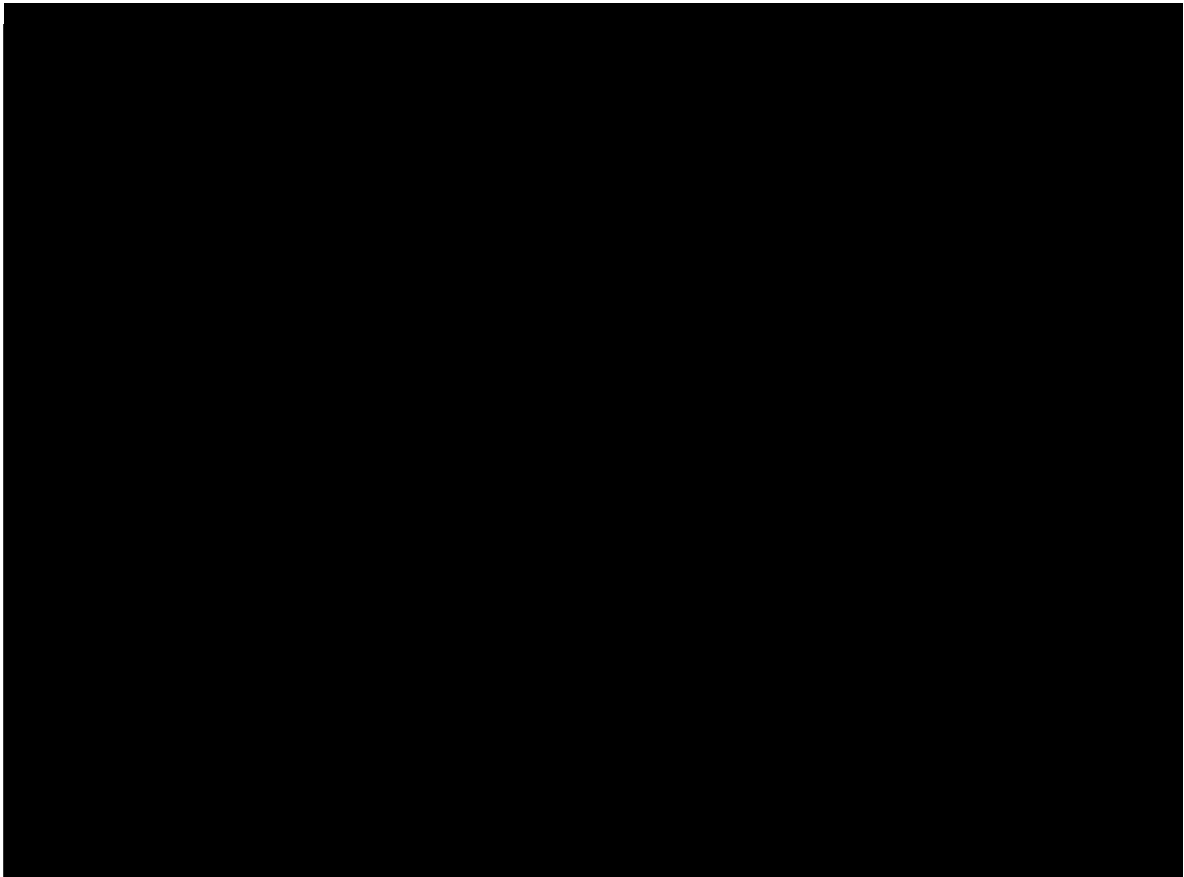
**Ex. 31 (Part 5 of 5)**

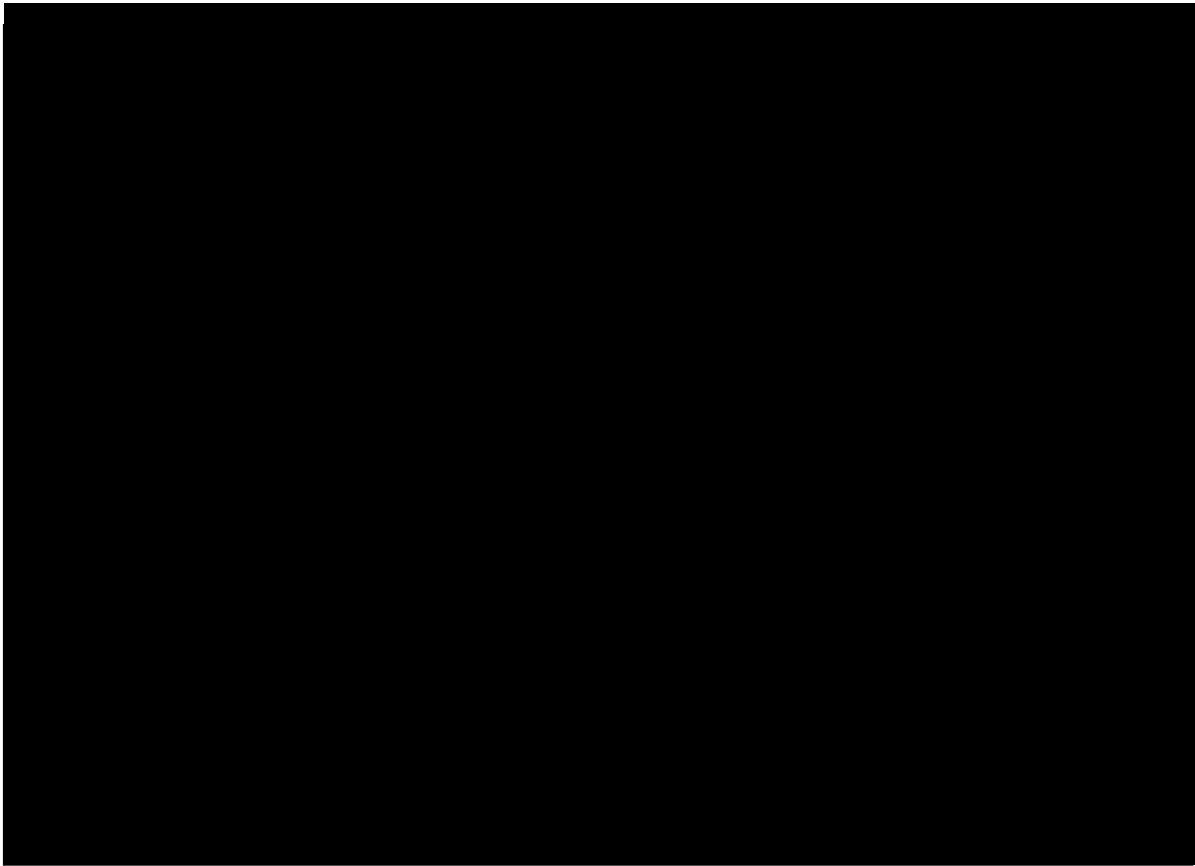
**Filed Under Seal**

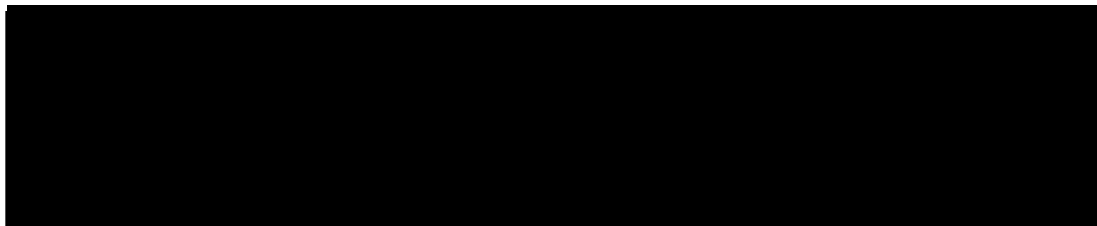








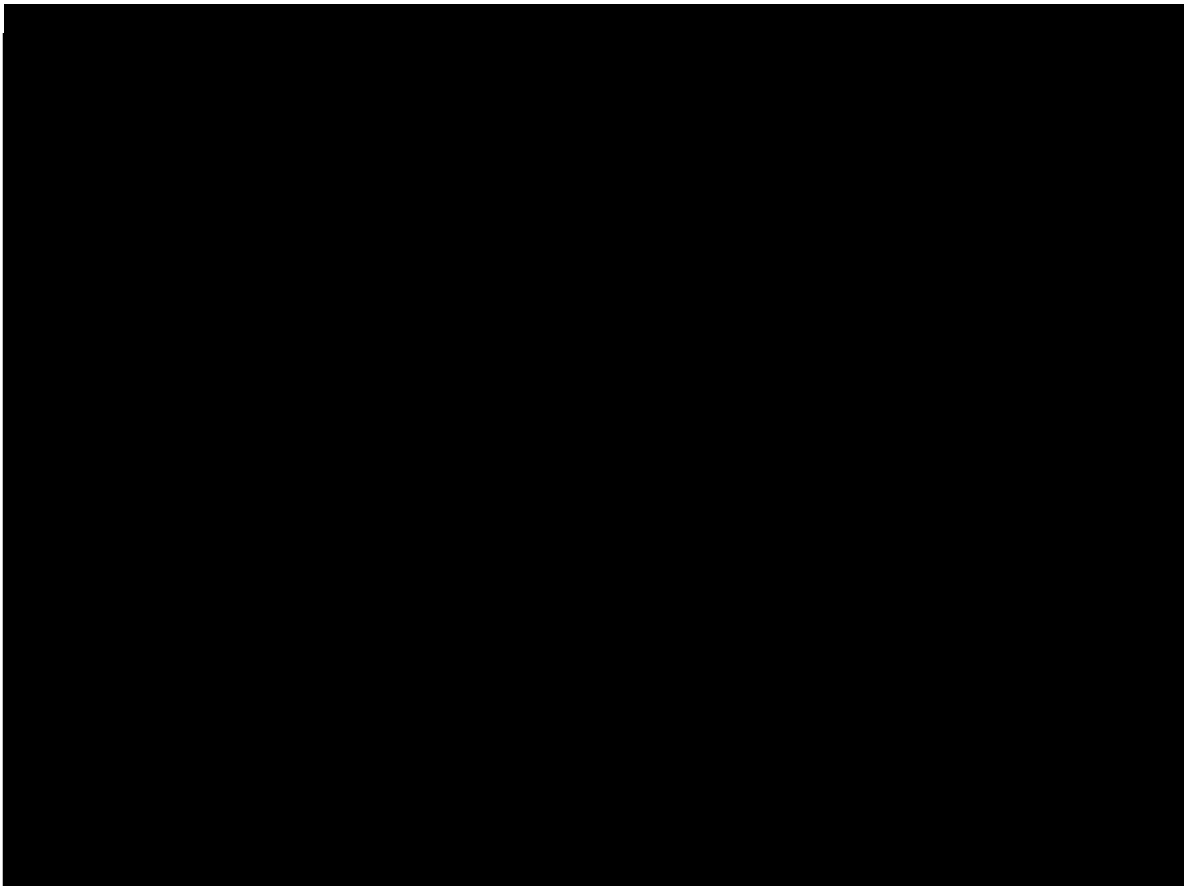


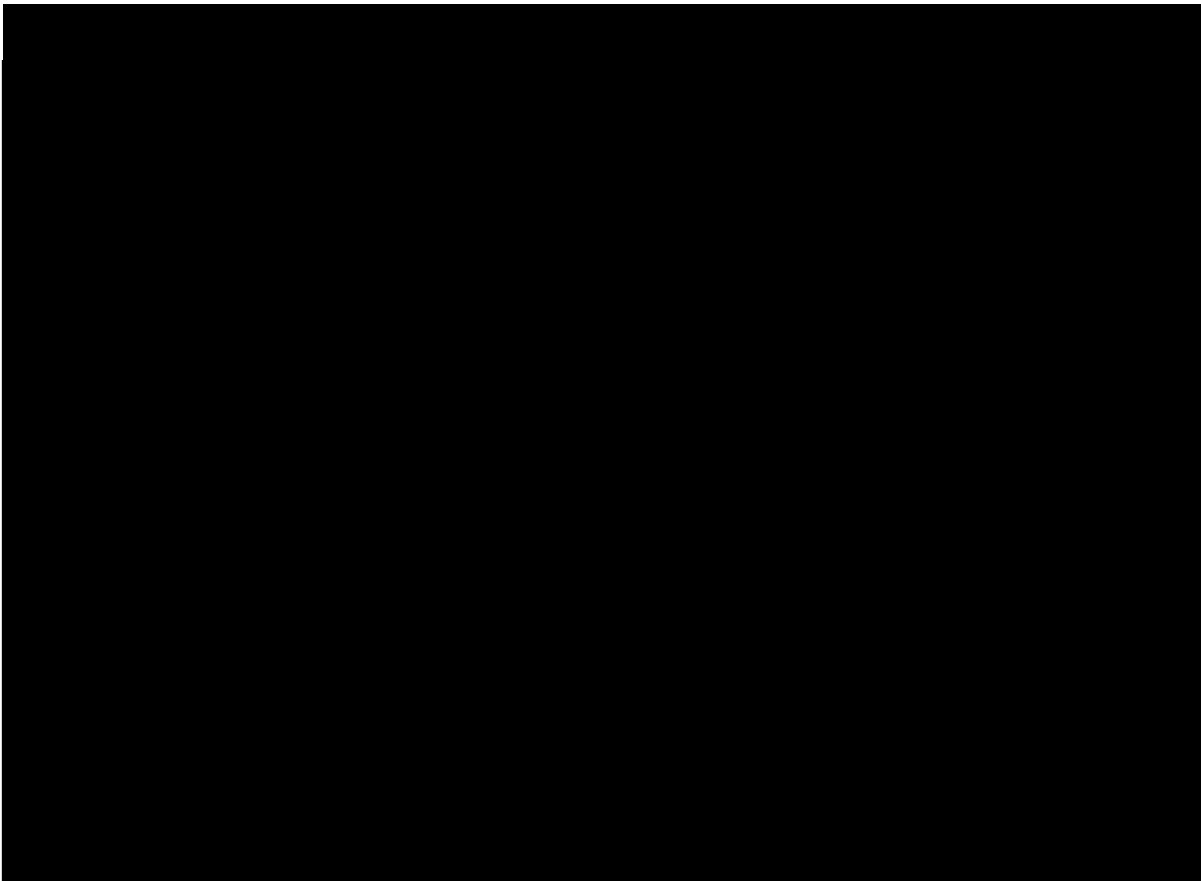


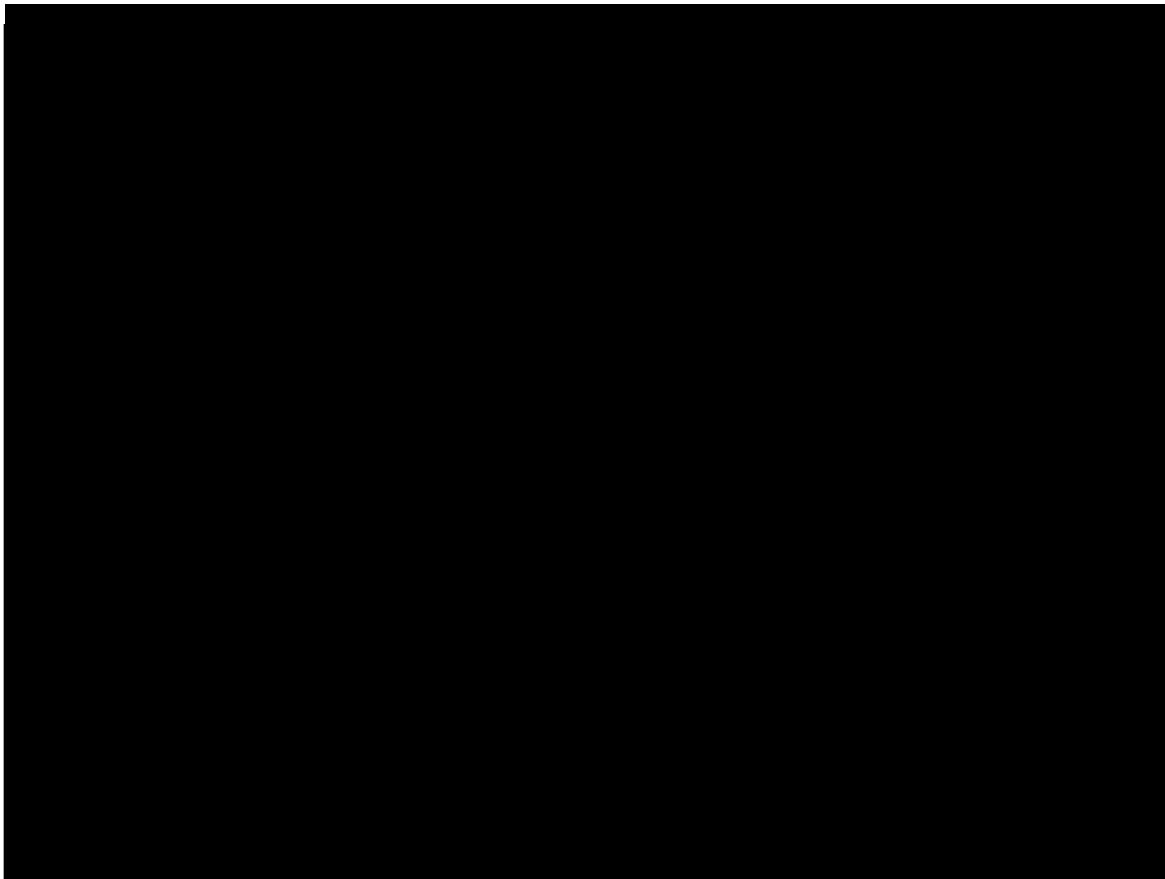
BLACK BOX

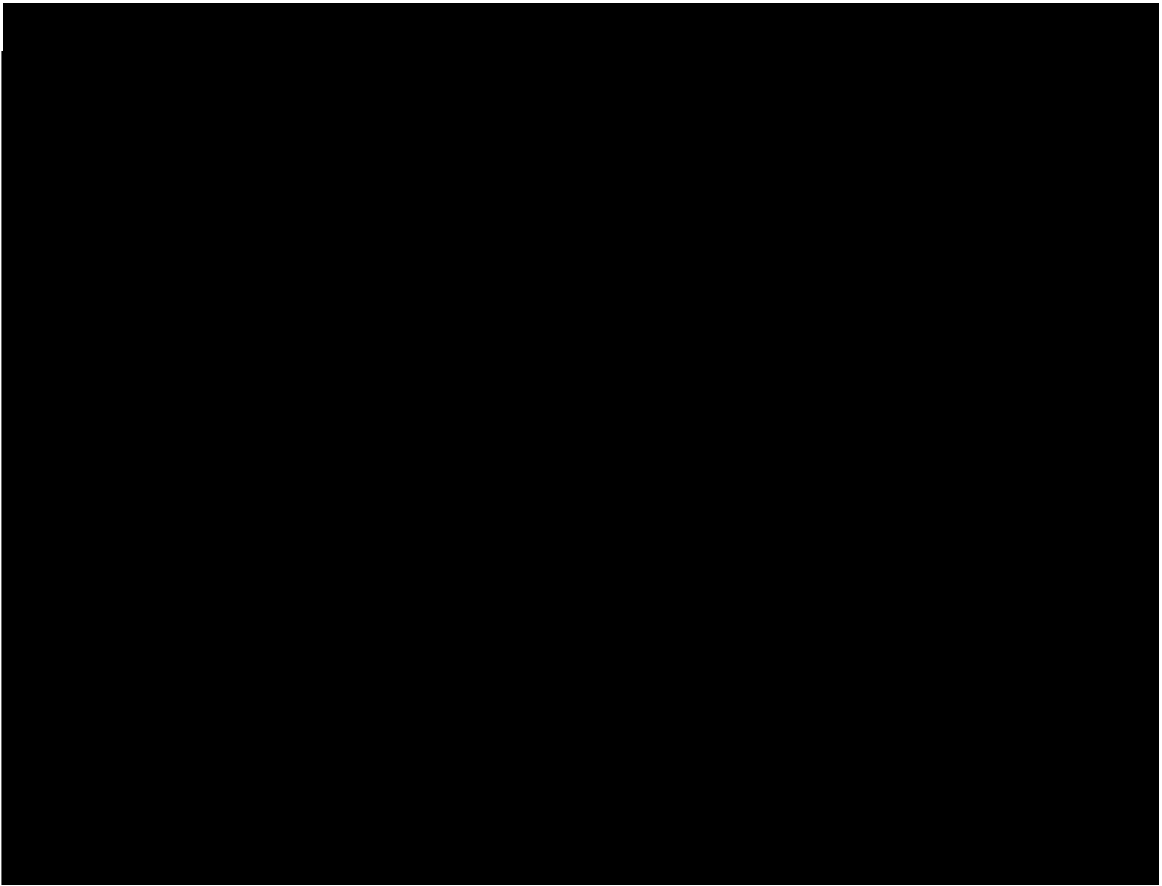


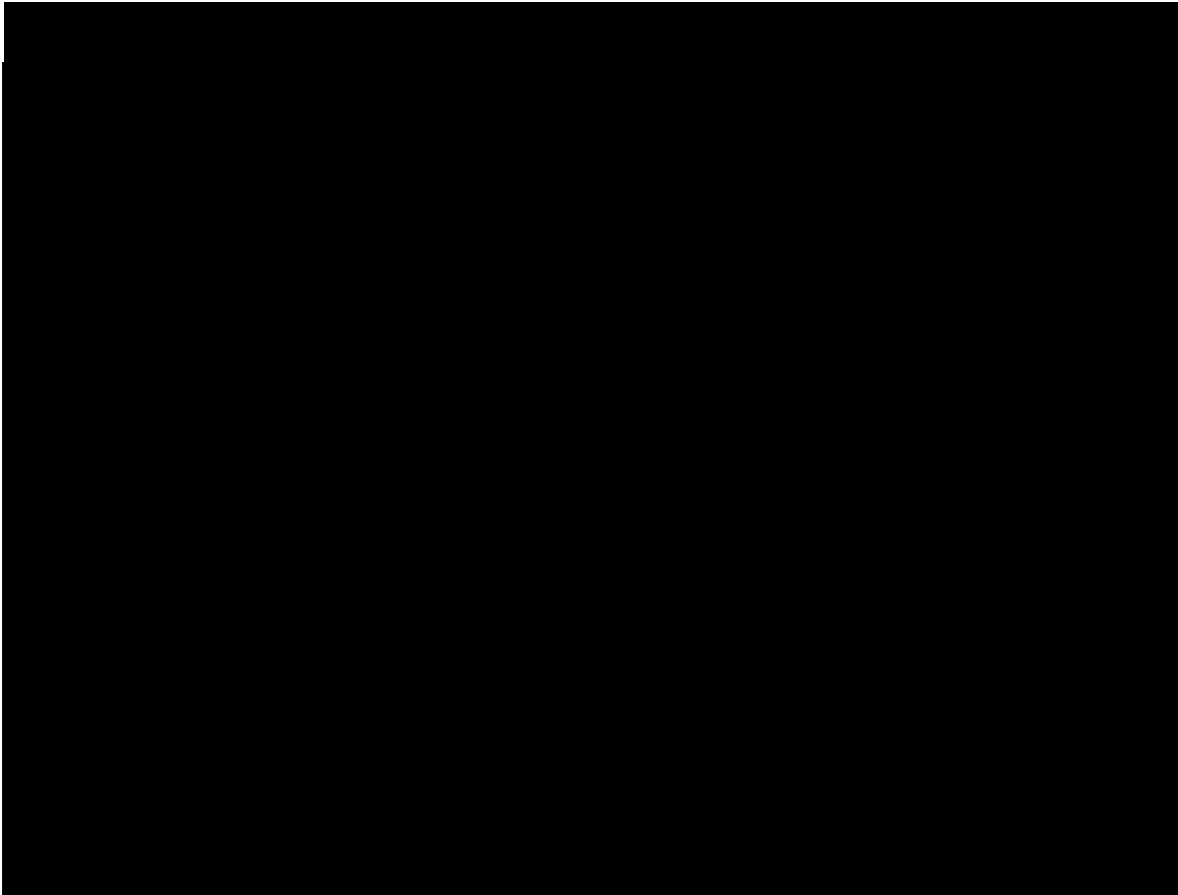


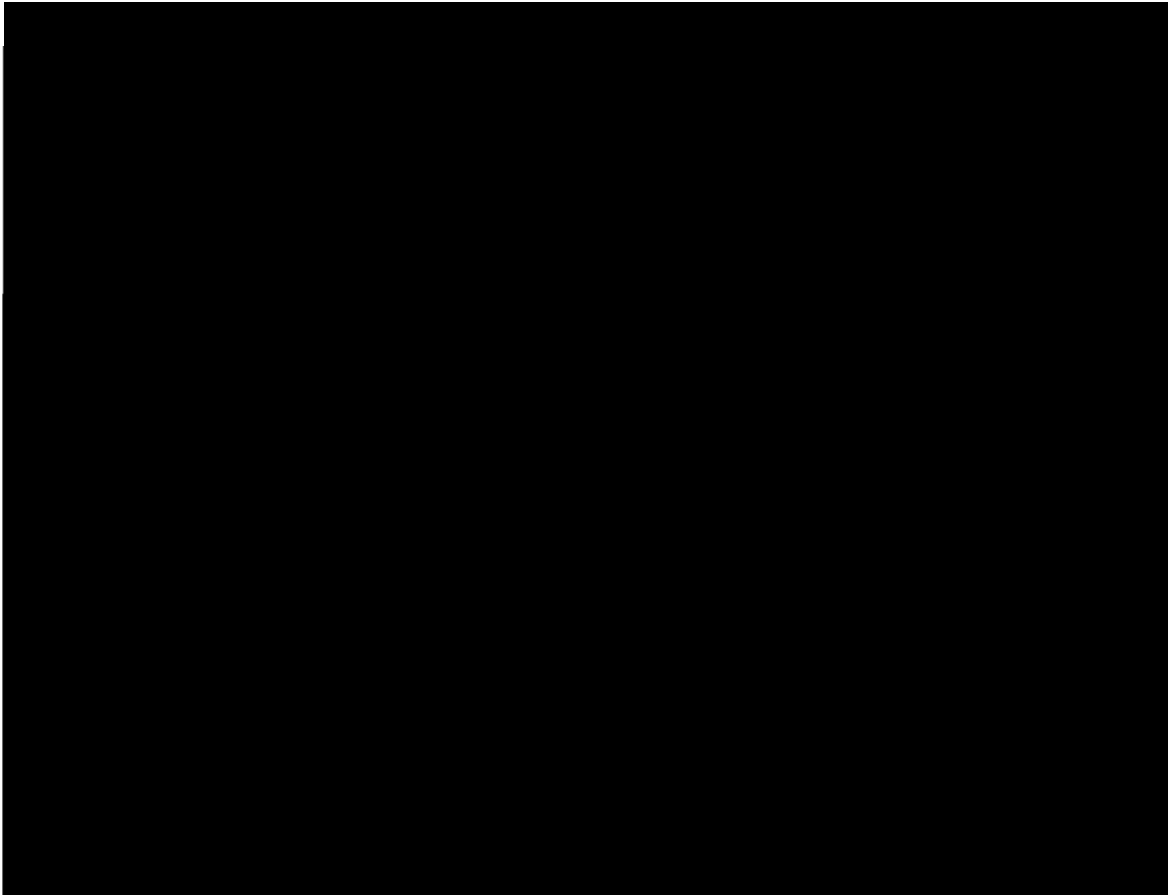




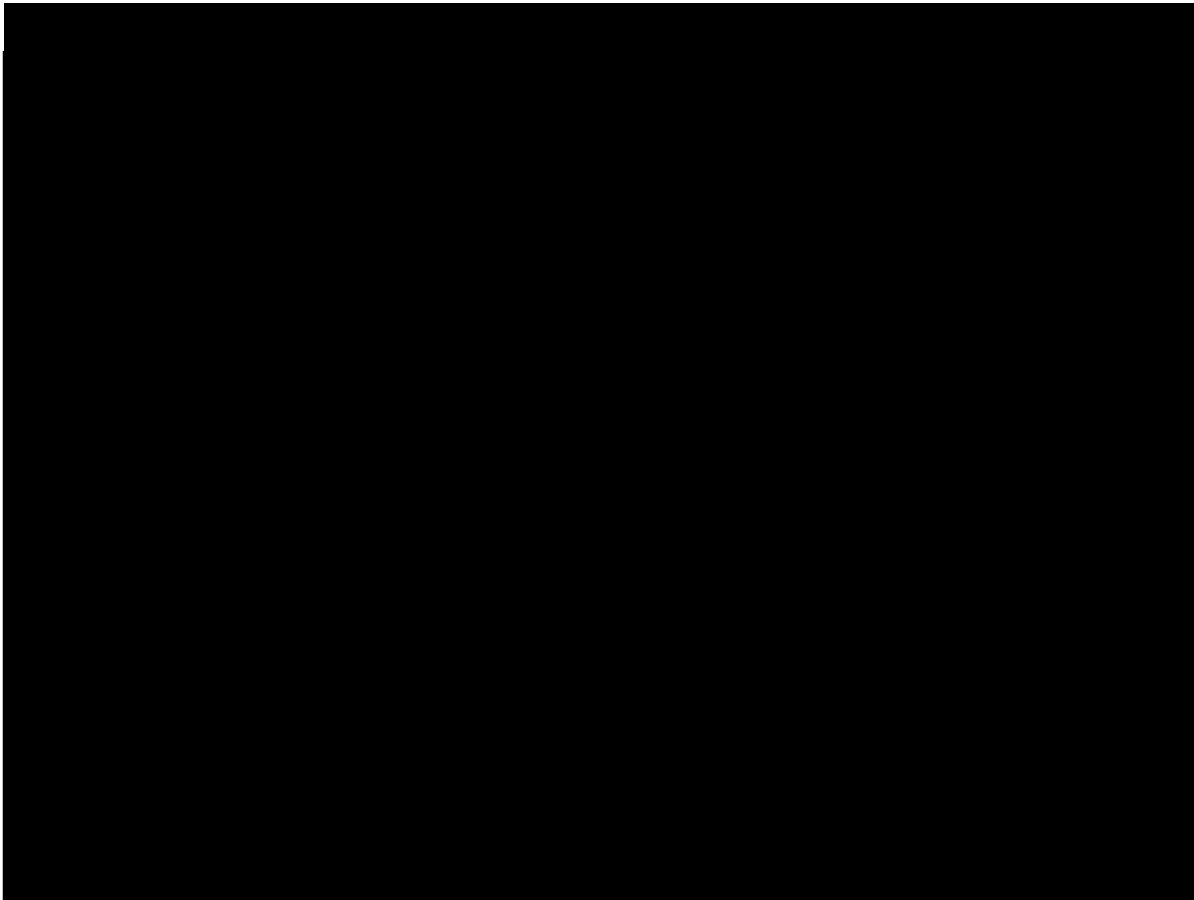




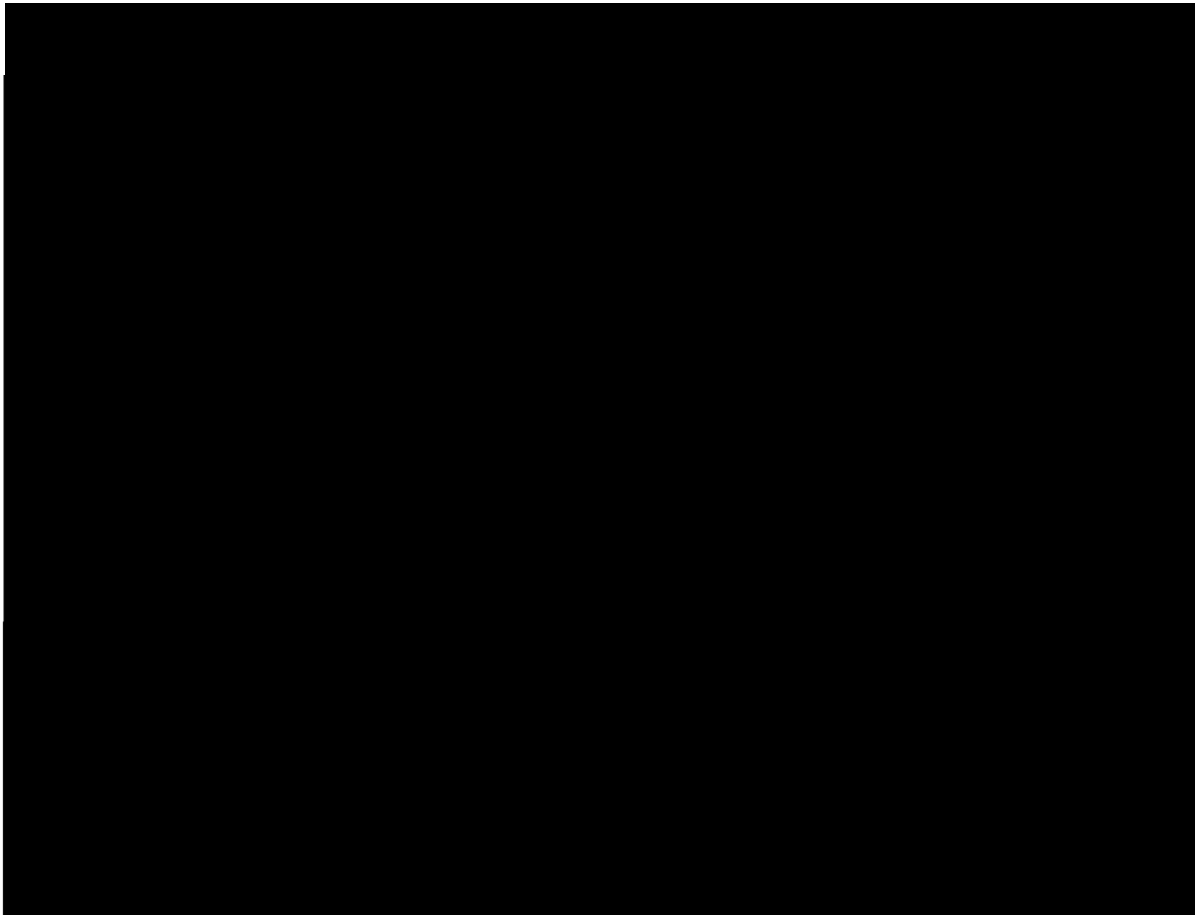














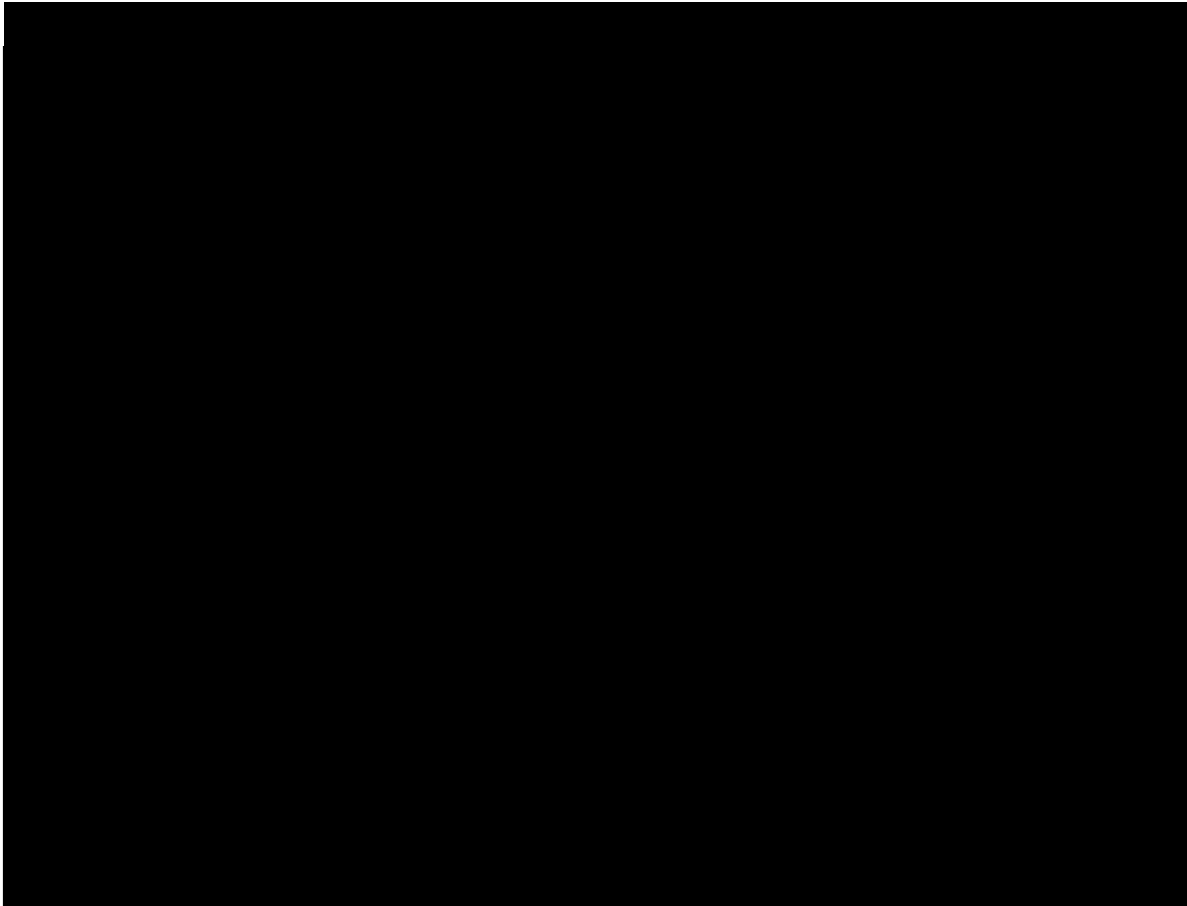
“감사 합니다”

PROJECT

**2010**

# “Take off for the new decade”

향후 10년간의 順航을 위한 離陸

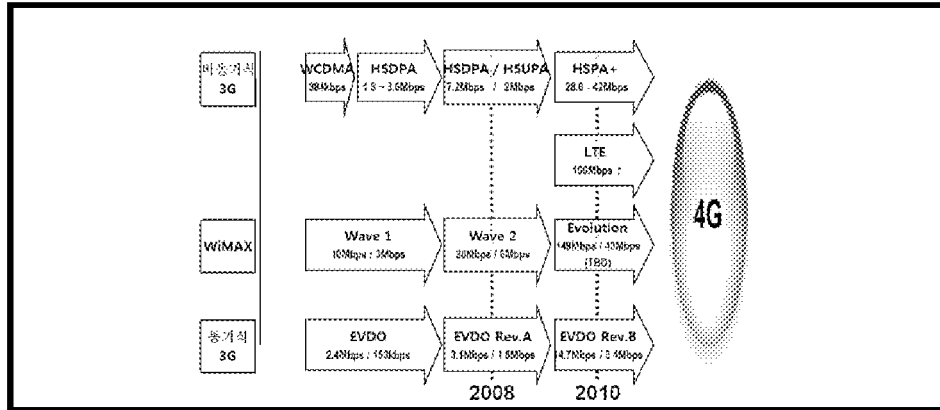


# Meaning of **2010**

# Technology 2010

무선망과 유선, 방송망 등 여러종 Network간의 Convergence 가속화

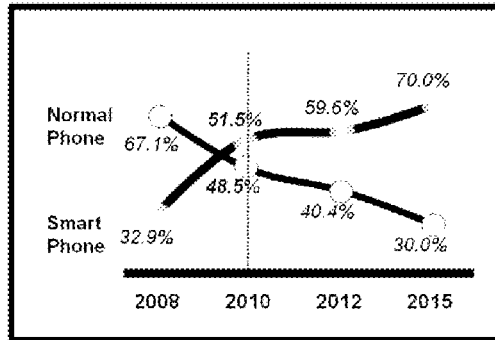
초고속 이동 통신망으로의 진화 분기화 : 2.5G → 3G → 4G ('10 이후)





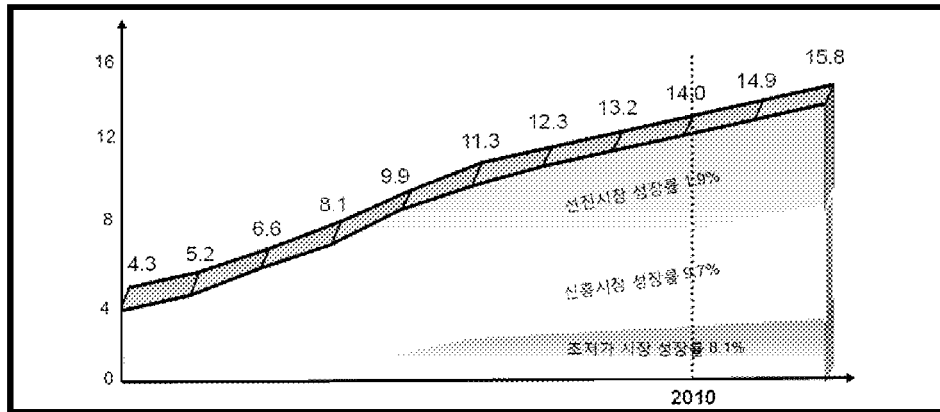
# Product 2010

선진시장 Smart phone이 Normal phone 수요 역전



# Market 2010

2008年 12.3억대 → 2010年 14.0억대 년 평균 7% 성장

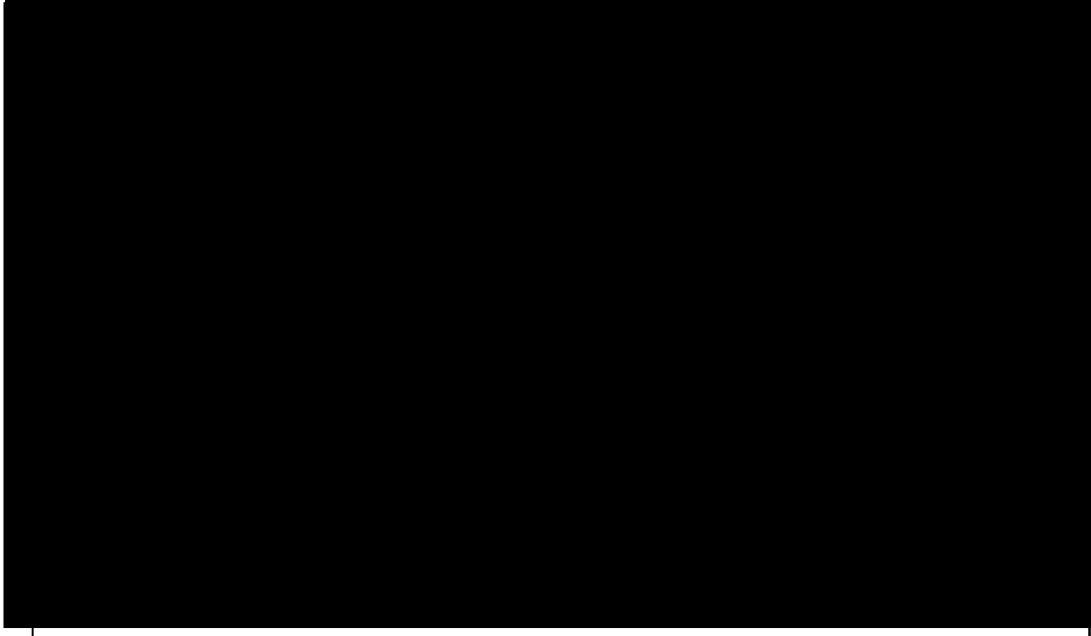


# **SAMSUNG 2010**

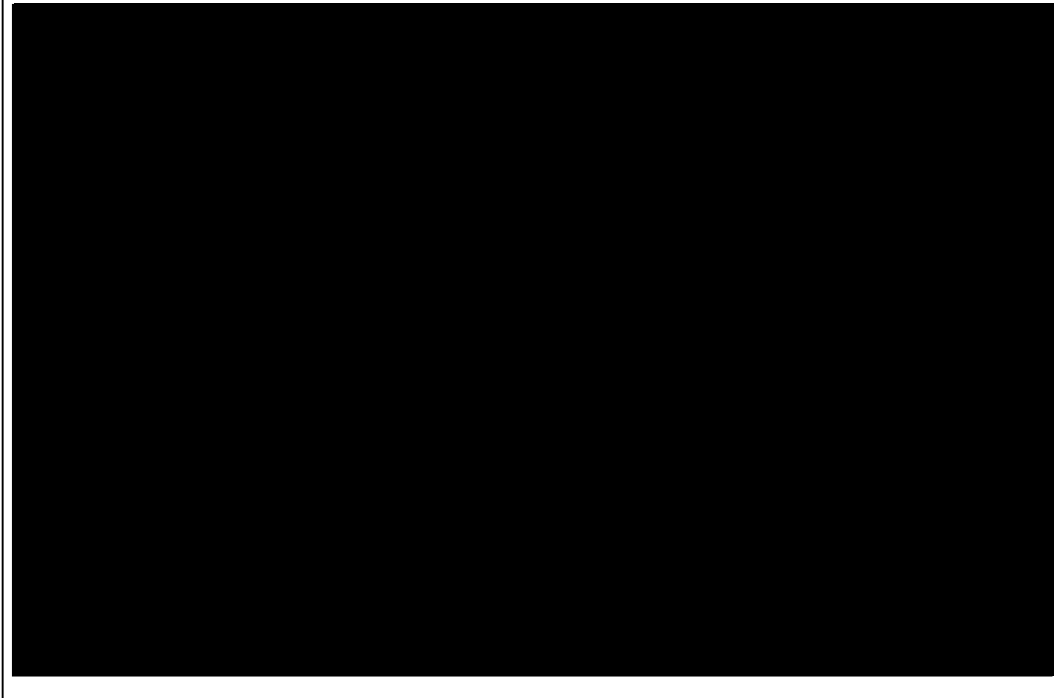
Where SAMSUNG is going?



# **SAMSUNG 2010**

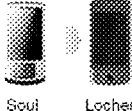
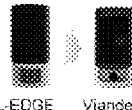
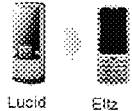
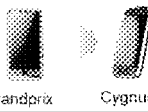

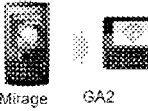


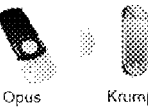
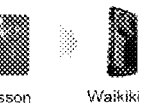
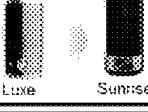

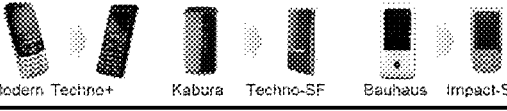


# **SAMSUNG 2010**



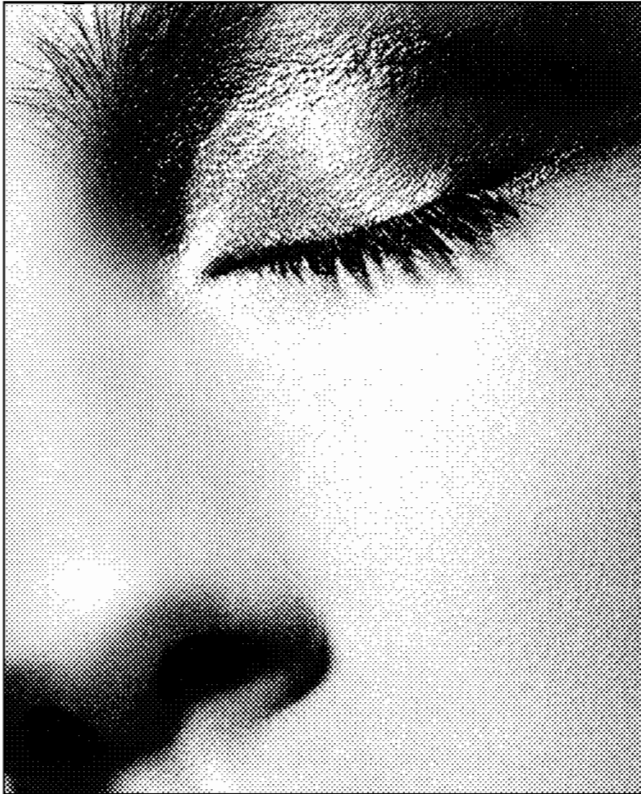
# SAMSUNG 2010

Hero models for every segments

<p><b>Style</b></p>  <p>Soul    Lochee</p>  <p>L-EDGE    Vianden</p>  <p>Lucid    Eitz</p>	<p><b>Infotainment</b></p>  <p>Grandorix    Cygnus</p>  <p>Primera    Crator</p>	<p><b>Business</b></p>  <p>Mirage    GA2</p>  <p>Tailor    Oriental-pearl</p>  <p>Click    Liberty</p>
	<p><b>Multimedia</b></p>  <p>Opus    Krump</p>  <p>Bresson    Waikiki</p>	
	<p><b>Connected</b></p>  <p>Luxe    Sunrise</p>  <p>Chakra    Longtea</p>	
	<p><b>Essential communications</b></p>  <p>Modern    Techno+    Kabura    Techno-SF    Bauhaus    Impact-S</p>	

**Mindset 2010**

# **“Game Changer”**



**Market Share  
vs.  
Mind Share**

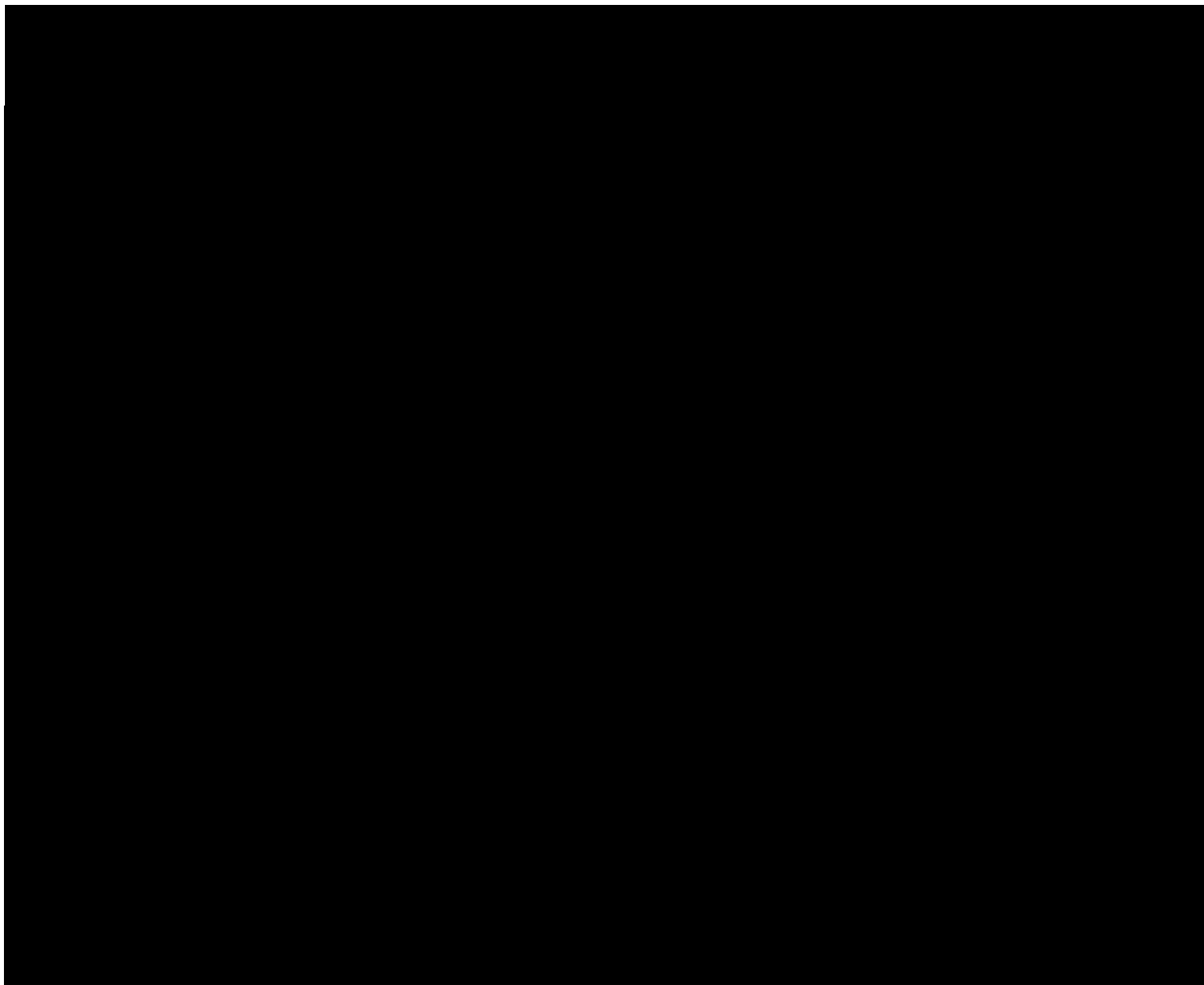




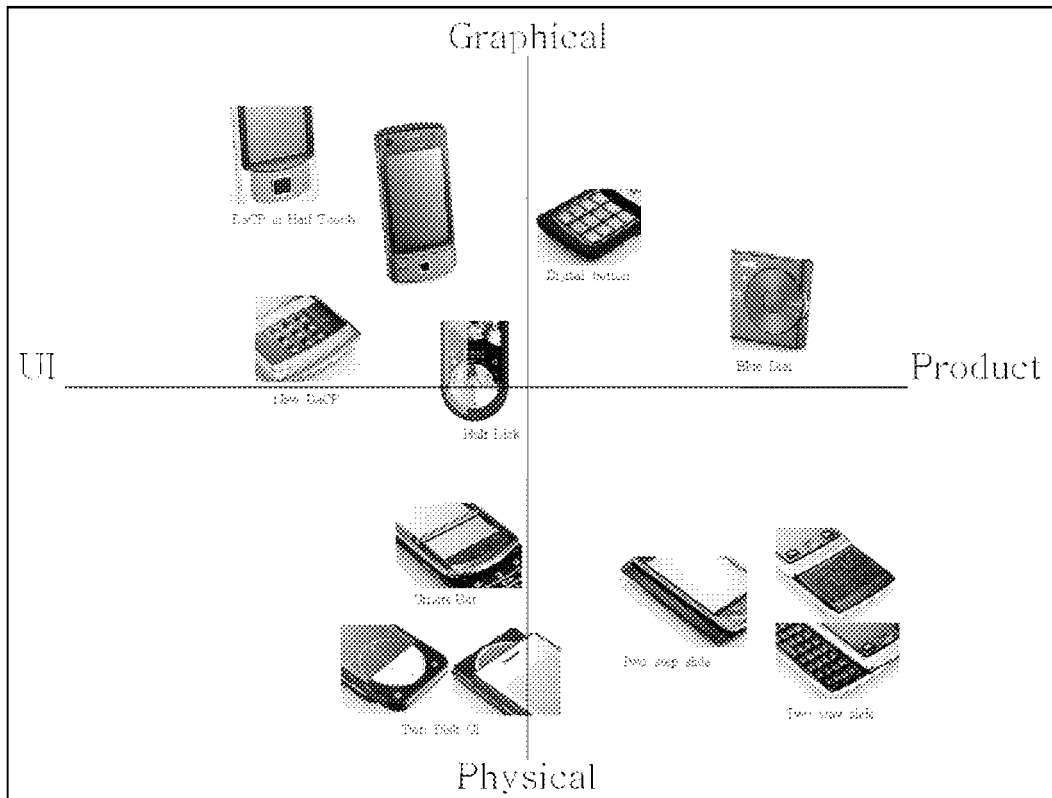
**Maker  
vs.  
Creator**

**SAMSUNG 2010**

**“Creating WoW”**





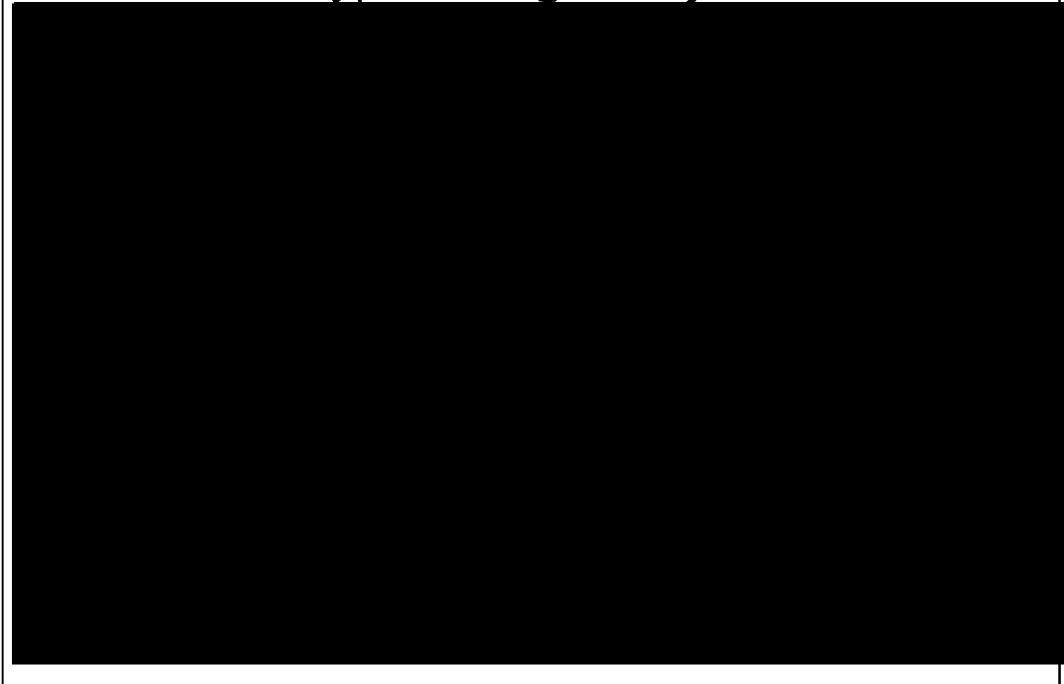


1. Winning in all sec's (3/8)

# SAMSUNG 2010



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



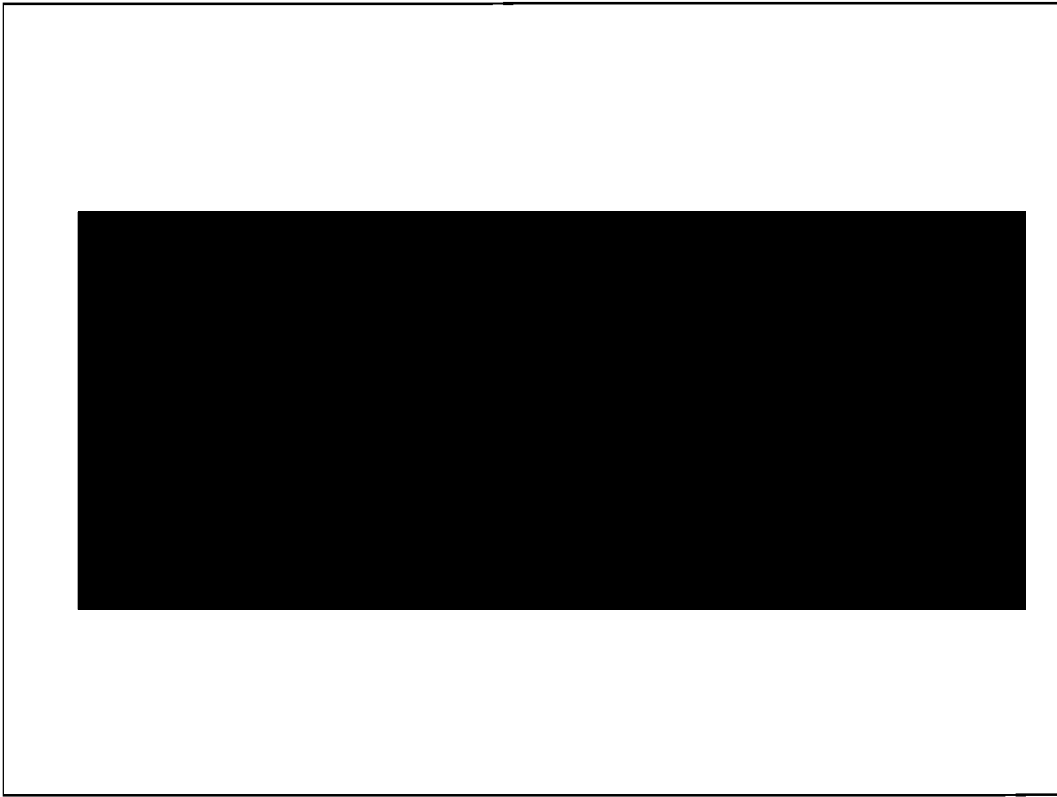
**WOW**



Version 1.0

Planning for WOW 2011-2012

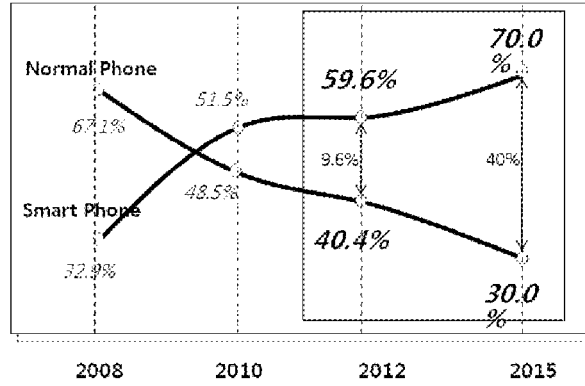
# Mobile Knowledge Worker



What is happening?

# Dynamic Increase of Smart Phone

선진시장 Smart phone이 Normal phone 수요 역전  
2015에는 스마트폰이 일반화 될 것임.



Source: 2010 Project Brief, MCC

# Movement of Apple

## STEP 01

개봉의 PC화/모바일화 한 때  
개발형 애플리케이션 도입  
→ 사용자가 원하는 대로  
기능 확장 가능한 기기로  
문의 개념을 바꿈.

## STEP 02

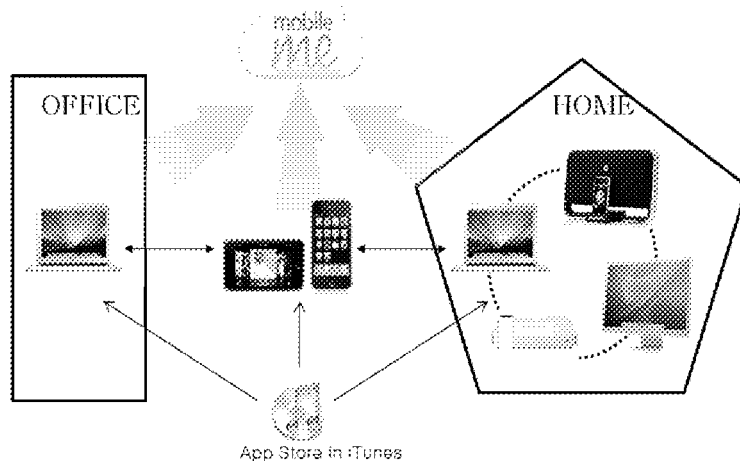
기기의 대량 공급을 위해  
문의 가격 인하하여 애플  
의 서비스를 사용하고자  
하는 고객 접근 기반 확대

## STEP 03

Personal Cloud 서비스  
나아가 Cloud  
computing을 주도하기  
위함. (즉 기기 자체는  
Thin Client가 됨.)

\*Thin Client란 개인 컴퓨터나 노트북 및  
PDA와 같은 개인용 기기용 운영체제 및  
OS, 응용 소프트웨어, 데이터 접근 응용  
프로그램을 제외한 하드웨어만을 가리키는  
말이다. 이러한 하드웨어는 개인용 PC와  
비슷한 사양을 갖추고 있을 수 있는데, 이  
장치들은 원격 호스트가 다양한 운영체제  
또는 운영체제 및 응용 프로그램을  
실행할 수 있게 한다.

메일(Mail@me.com 메일 계정 제공용), 주소록, 일정  
관리, 캘린더, 동기화 등 관련된 서비스로, 컴퓨터-폰-  
아이폰/아이패드 동기화를 가능하게 함.



App Store: 3rd Party의 참여를 open innovation  
엄격한 Quality control로 사용자 만족도 극대화  
(이용사 불만시스템 운영하는 새로운 비즈니스 모델)

MobileMe 설명: <http://xiles.tistory.com/114>

# Movement of Nokia

## STEP 01

제품을 기능 별로 특화

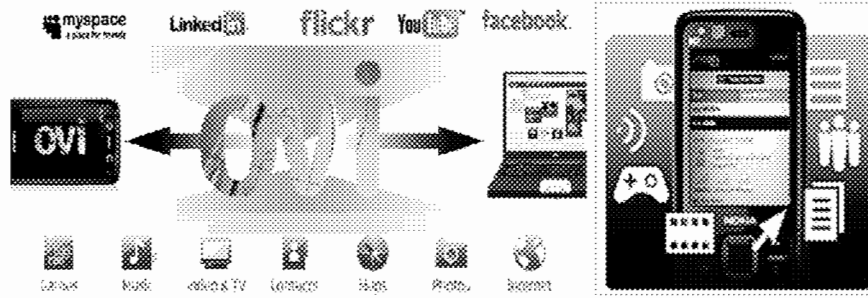
## STEP 02

서비스 입체로 전환하기 위해 인터넷 포털인 Ovi를 gateway로서의 기능, 지도 판매 및 콘텐츠 공유와 연동을 지원. 콘텐츠 유통 서비스인 Mash 서비스 운영.

## STEP 03

심미안 개량을 통해 애플의 App Store 대응하고자 함 (6년전 6월 심미안 개방 선언).

→ 심미안은 모바일 시장 60%를 차지하므로 단기간 내 애플을 대응 가능한 것으로 보임.

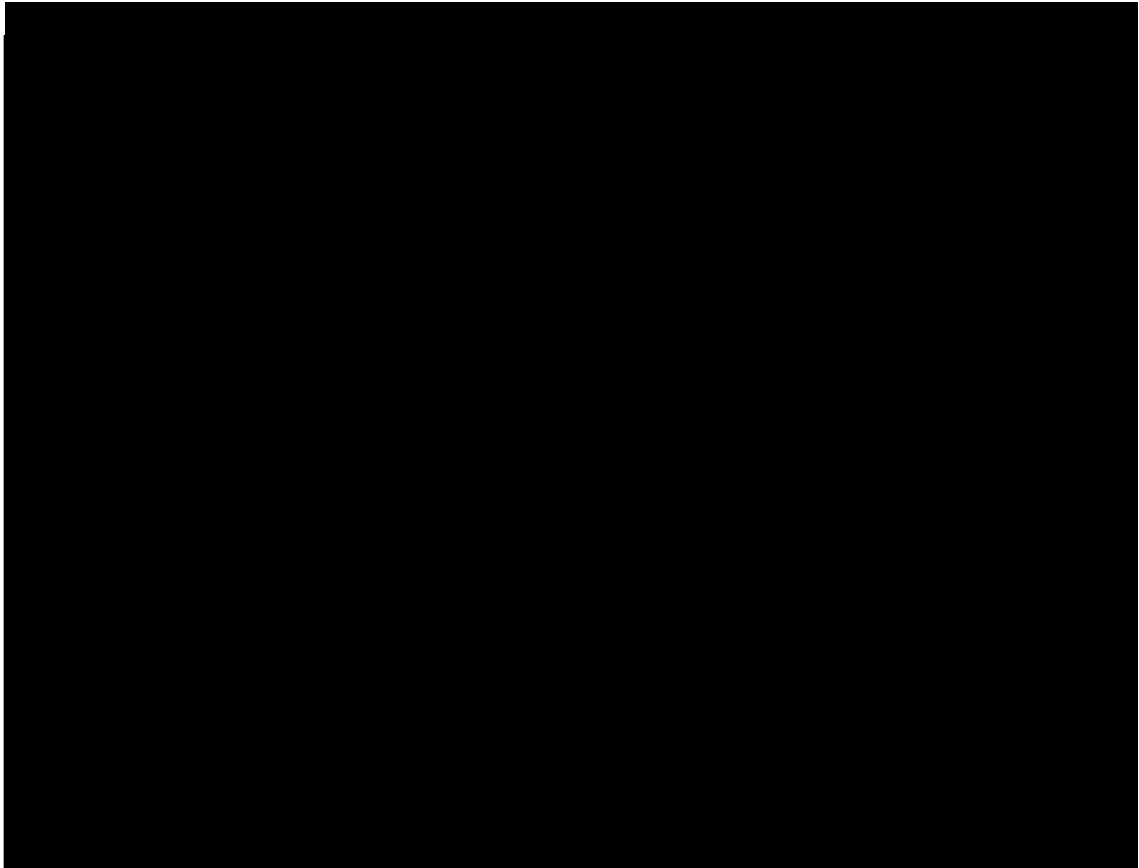


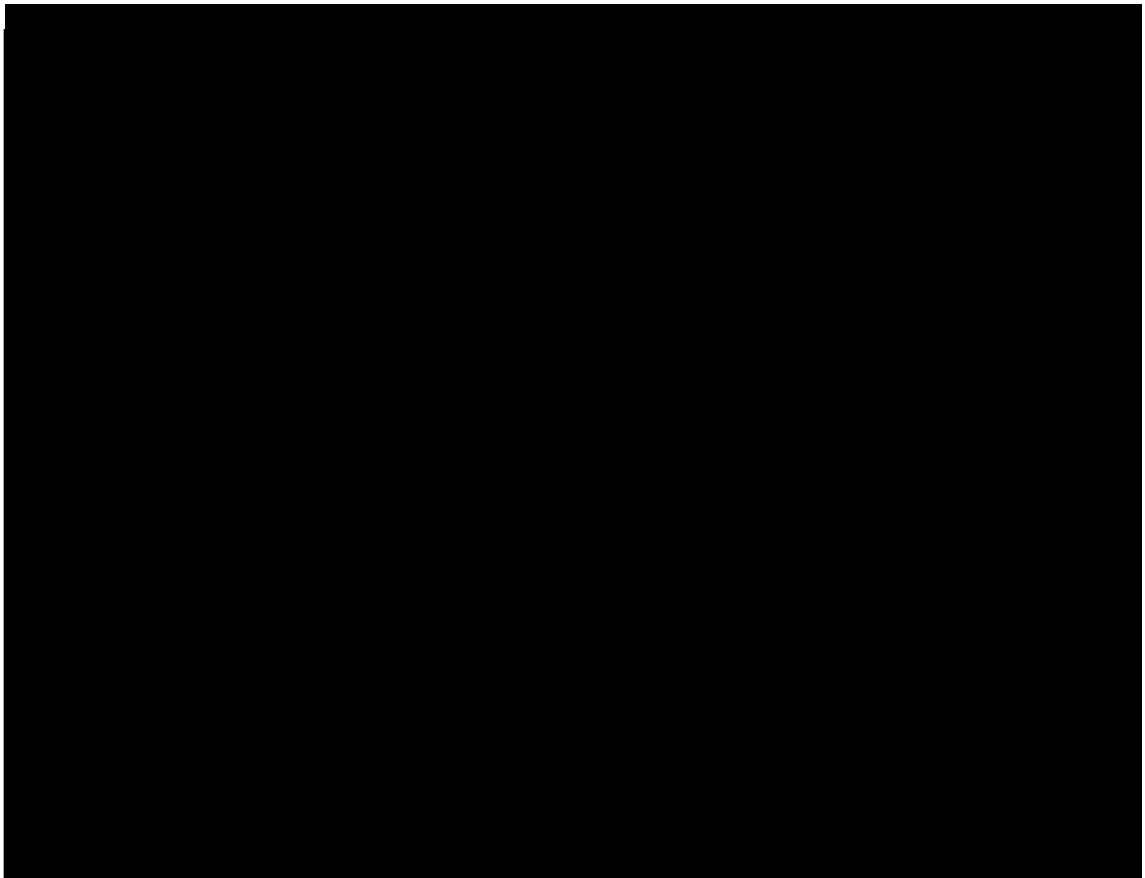
Nokia의 모바일 생태계 (Nokia's mobile ecosystem)

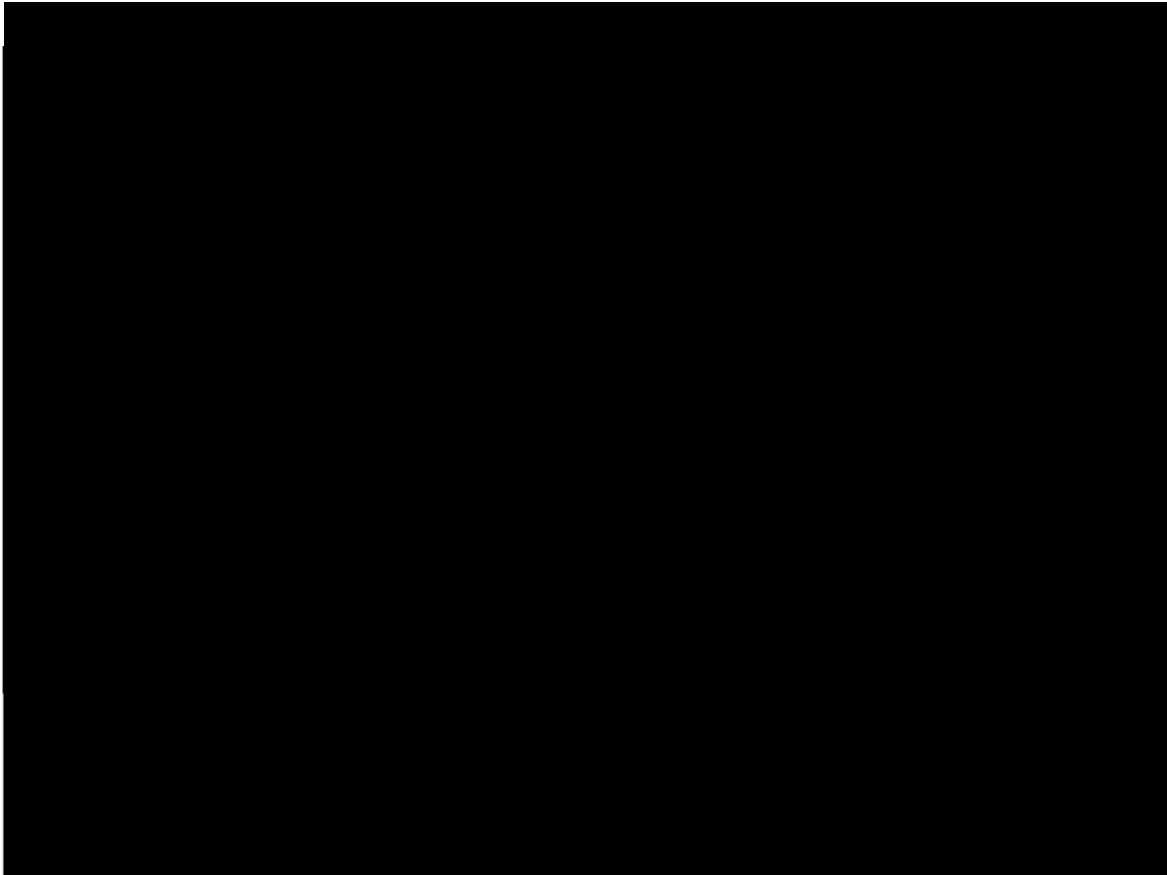
What are major driving forces?

# Mega Trends









# Increase of Knowledge Workers

사회적 요구에 따라 Knowledge Worker는 증가하고 있으며  
2015년 40.6%에 이를 것으로 예측 됨.

## Knowledge Worker의 증가

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

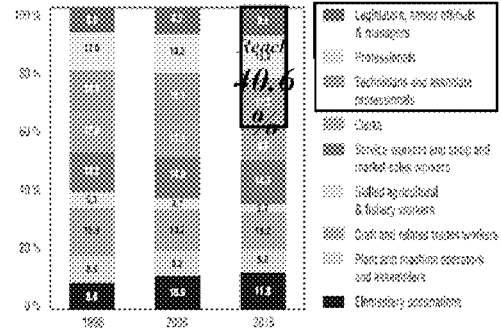
Within the service-providing sectors, professional and business services is projected to generate the greatest number of jobs, with employment increasing by 4.1 million during 2006–16 period (2.1% per year) in terms of output, the information sector is projected to have the fastest growth, increasing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

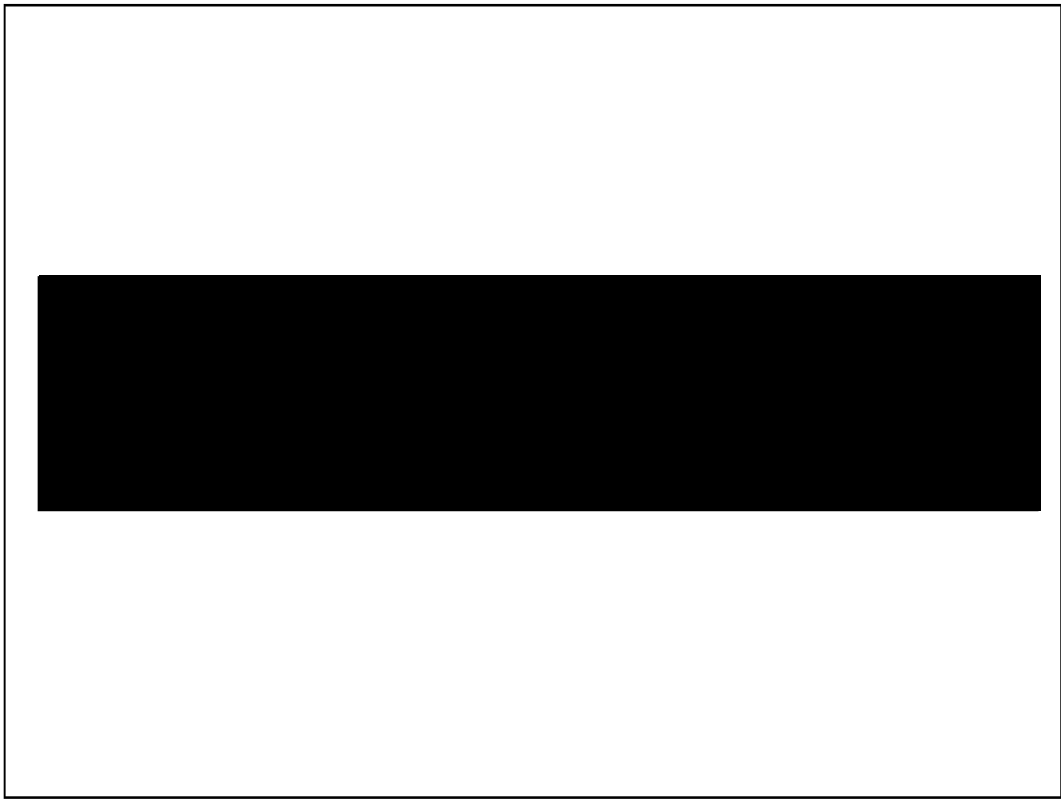
Source: US Bureau of Economic Analysis, 2007

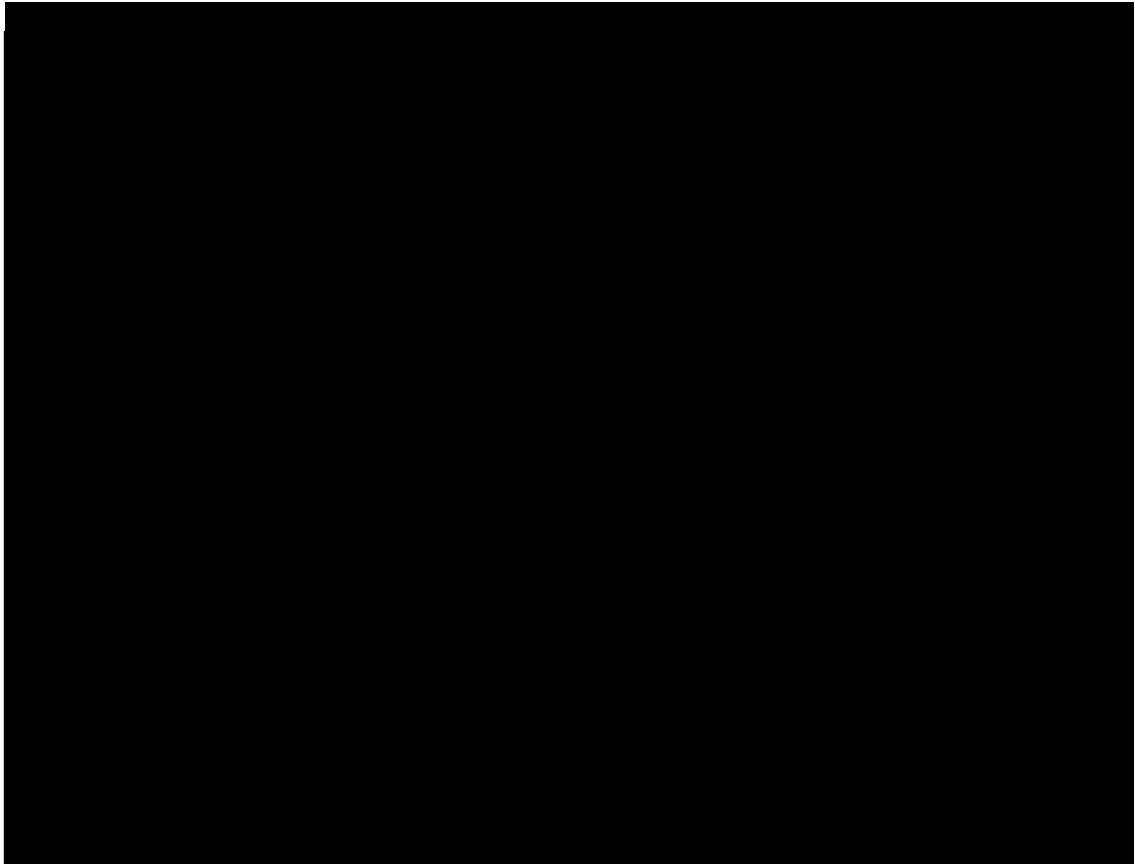
\*4차 산업의 산업간접 부가가치율, 정보자료, 평가 부문, 중간수출, 교육, IT+인 등 중요 부문

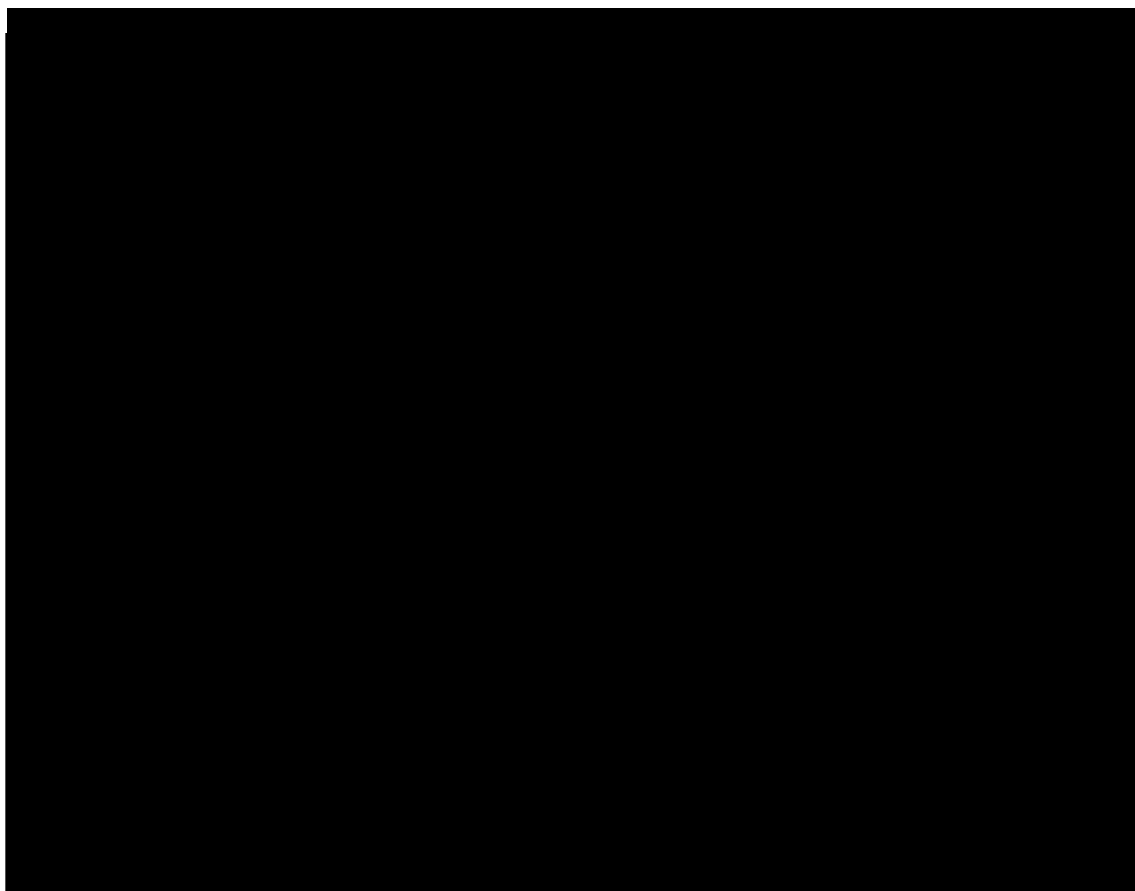
[Employment trends by broad occupation, shares in %, EU-25+1]

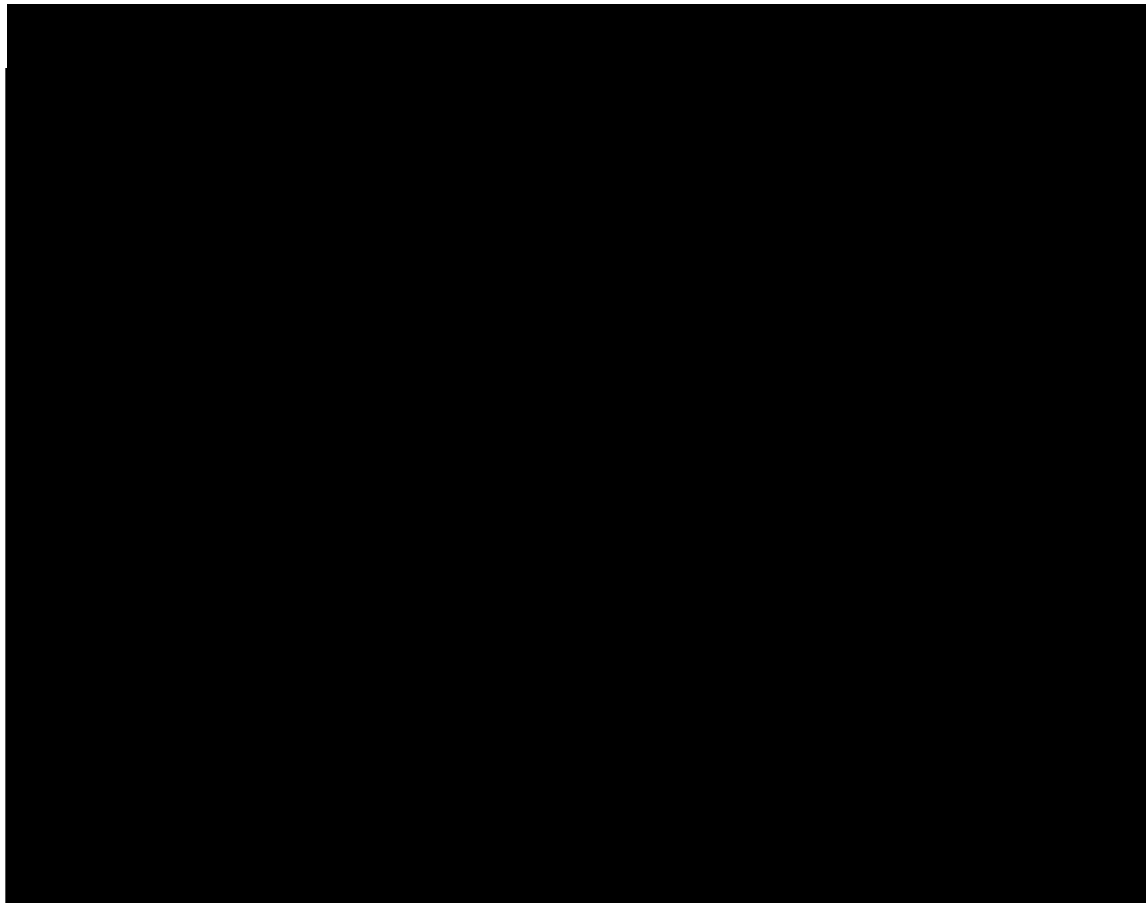


Source: IER estimates based on Cambridge International EBR report

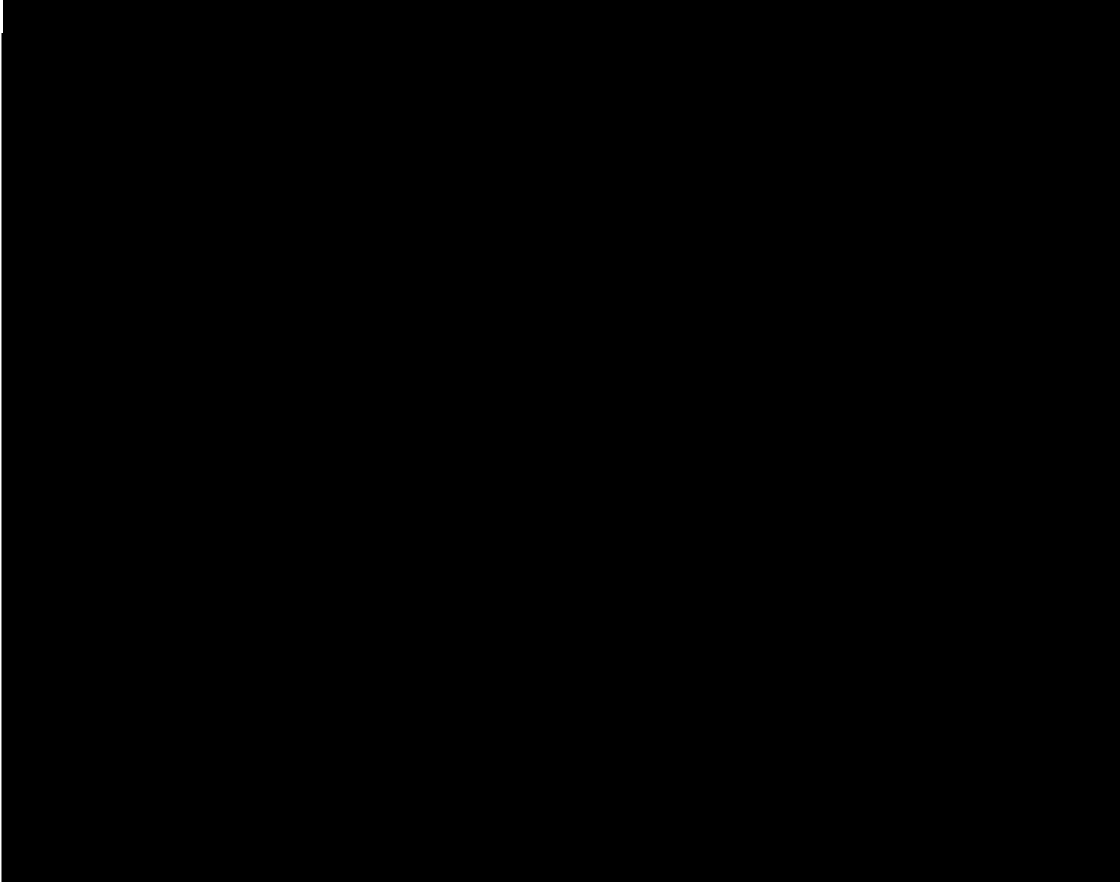


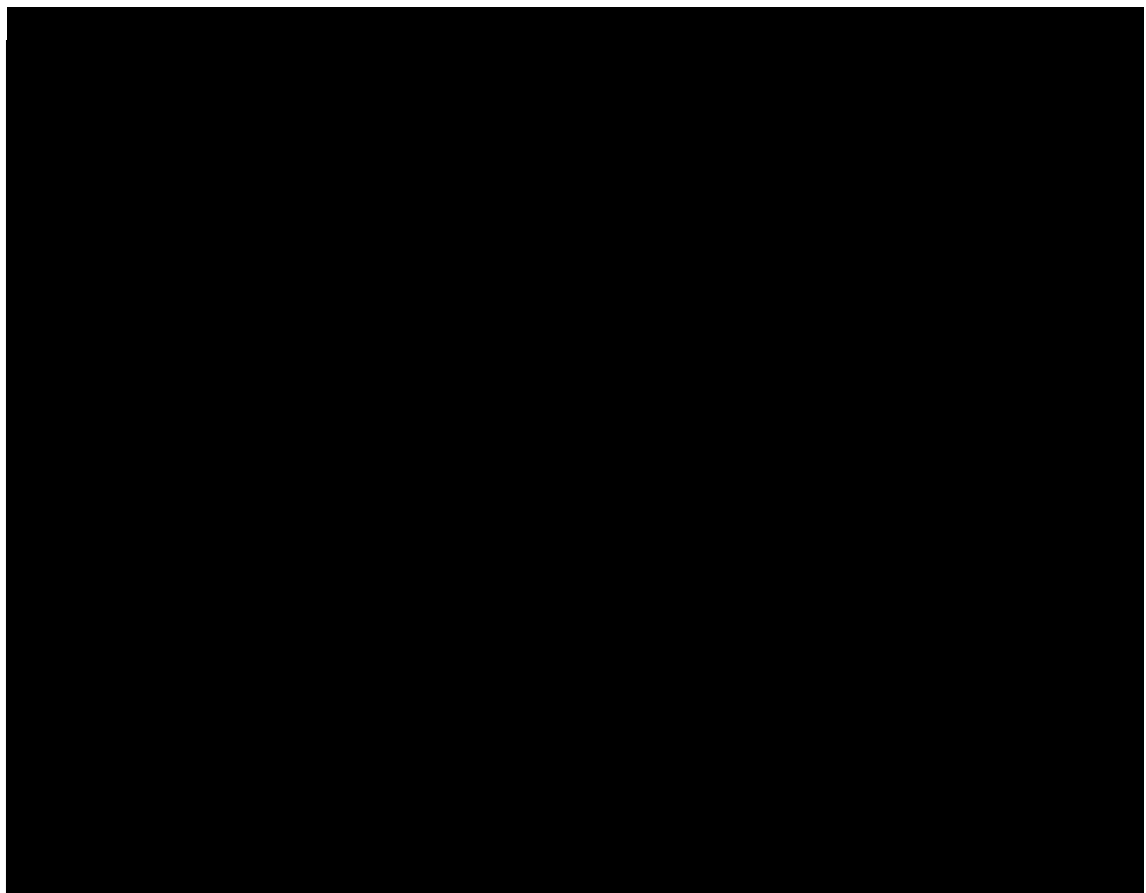


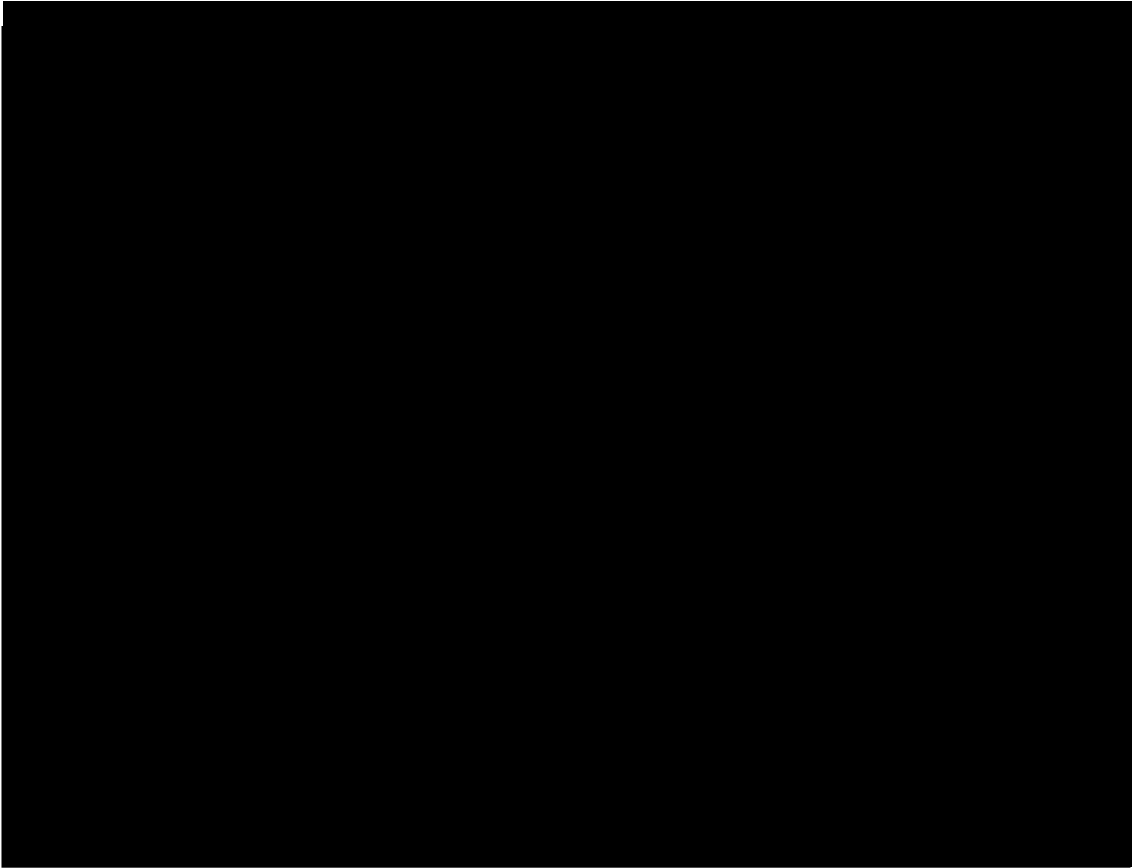


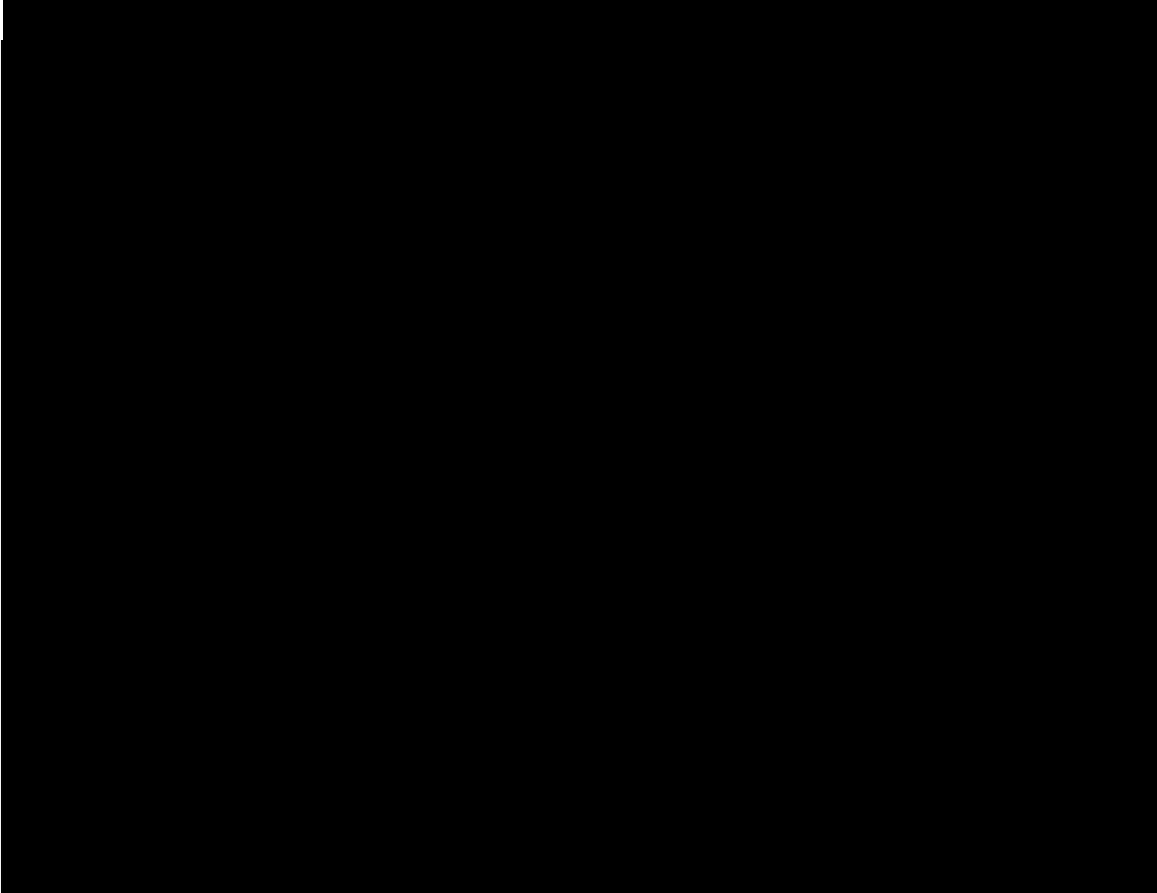






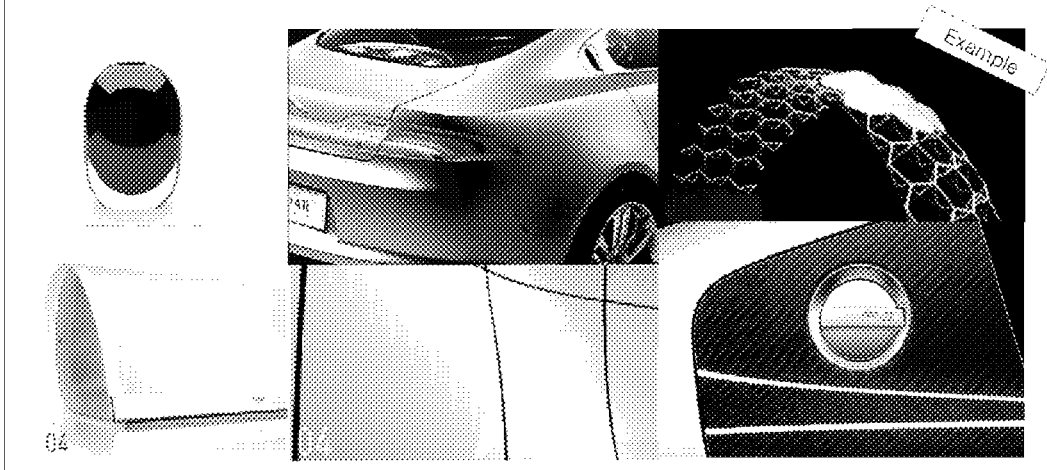






## Expected Output 02

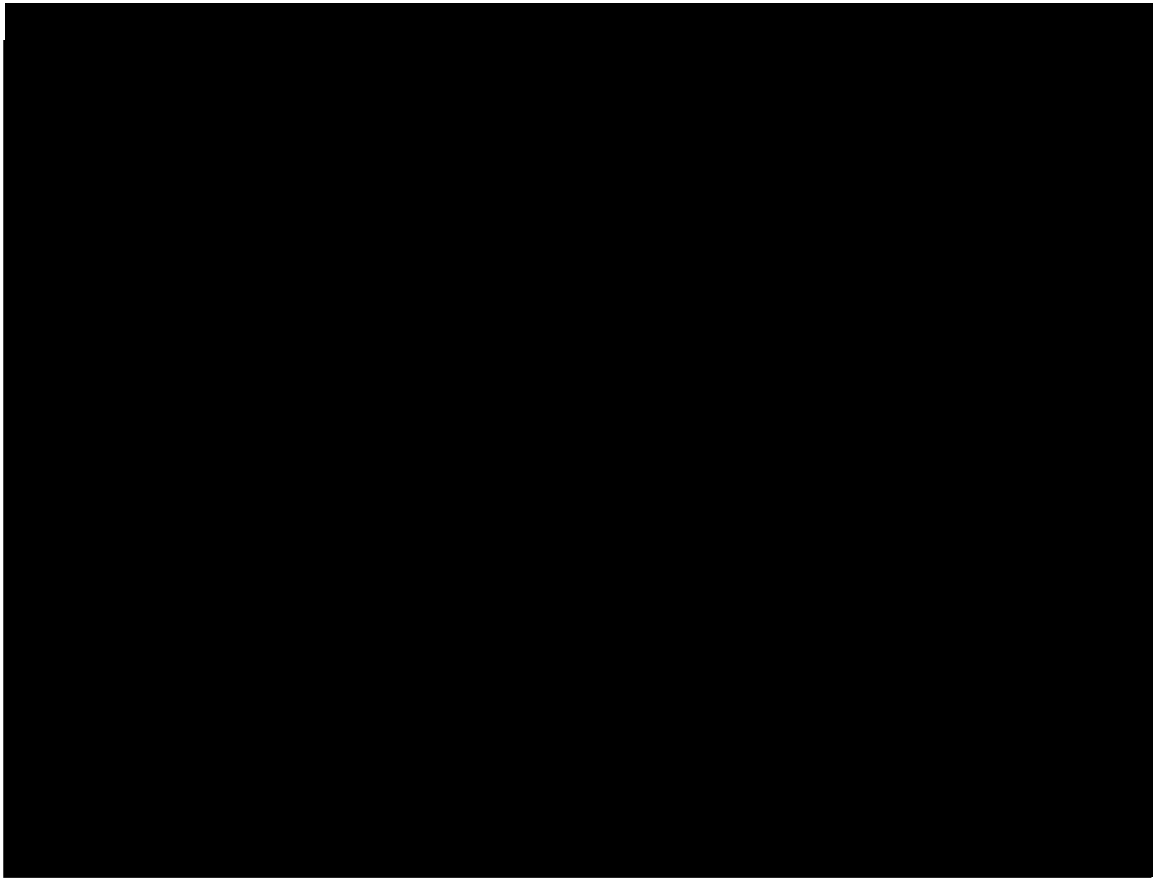
새로운 Style, Mechanism, 전략  
CMF 제안

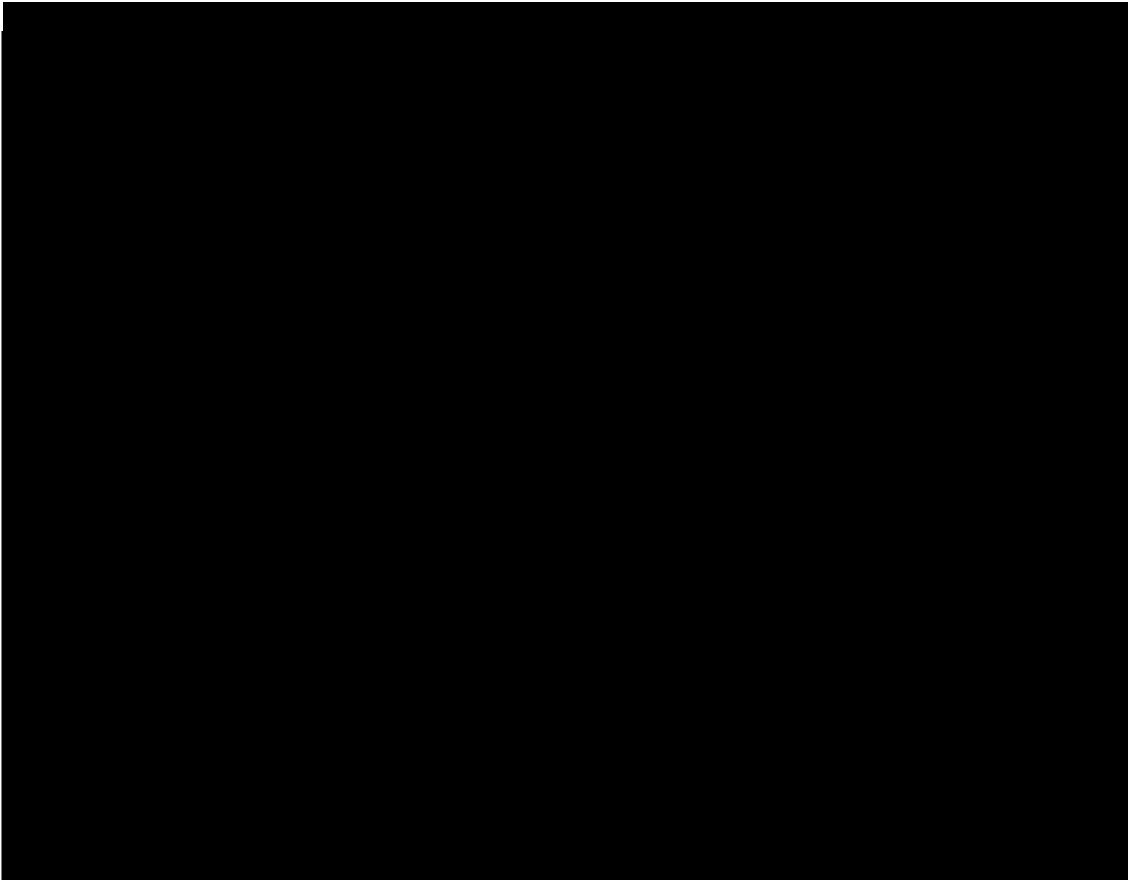




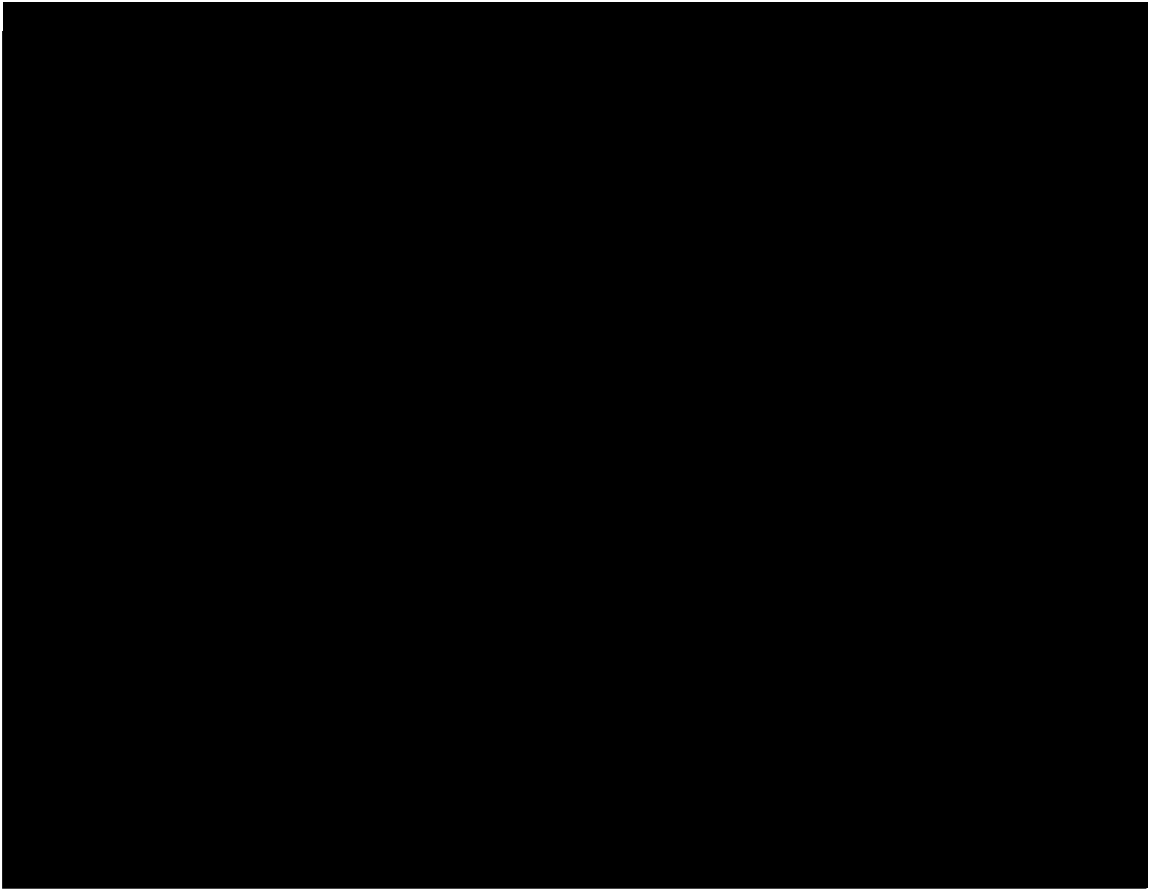
Example. UX Roap 2010

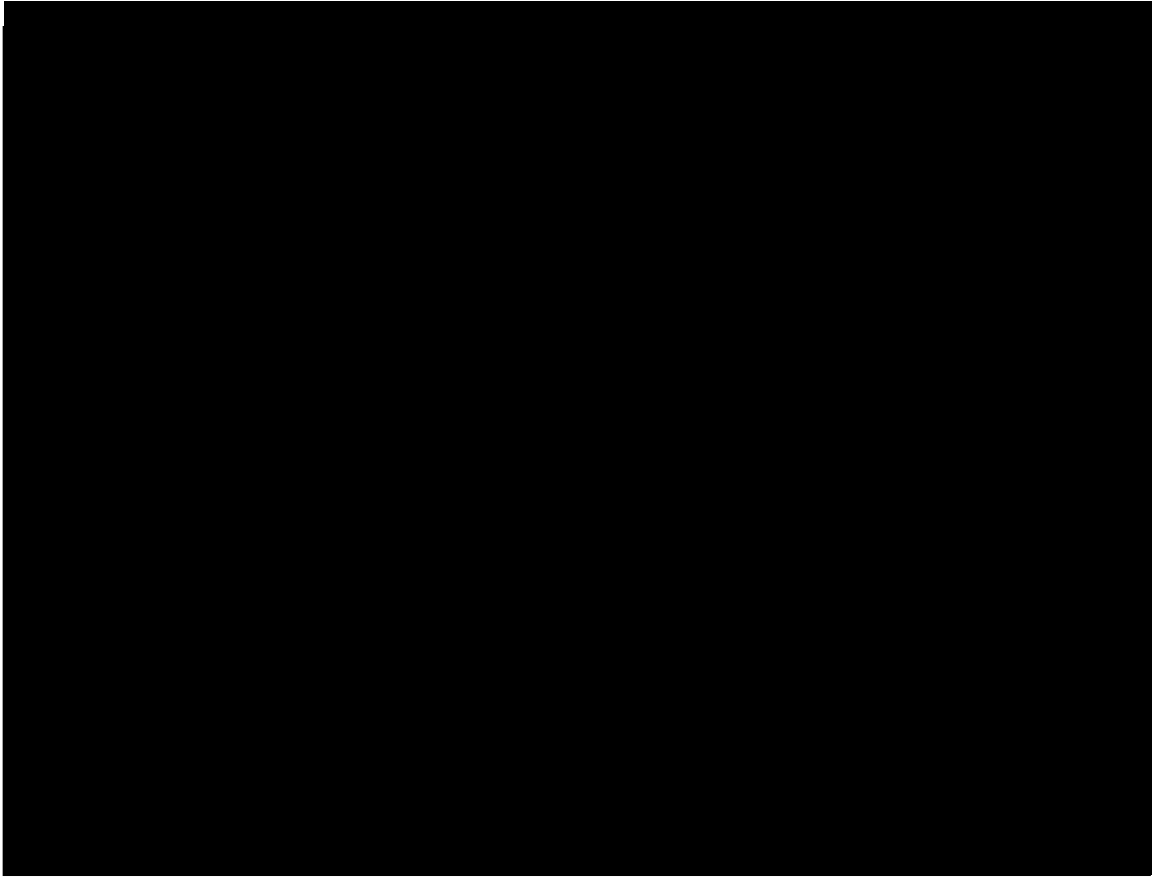












**Workshop 9.01~05 (Tokyo / SDJ)**

**Preparation**

- User Categories
- Platform
- Design theme
- WOW factors
- Major engineering applications
- Environment
- 상품 기획, 24개월 로드맵 관심 feedback
- 전략 CMF 및
- 전략 UX 및

**Activities**

- Inspiration w/s
- Concept / Idea Sketch
- Major keywords
- Design Style approach by category
- Sketch 1st PT (9-05 Fri)

**Inspiration w/s (Inspiring places in Tokyo)**

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

**WS 참가인원**

- 무선 Cluster Studio3 전원(7명)
- CNS (4명/미확정) + UDS (2명/미확정)

The End of the Report

**SAMSUNG 2010**

# **Style Business**

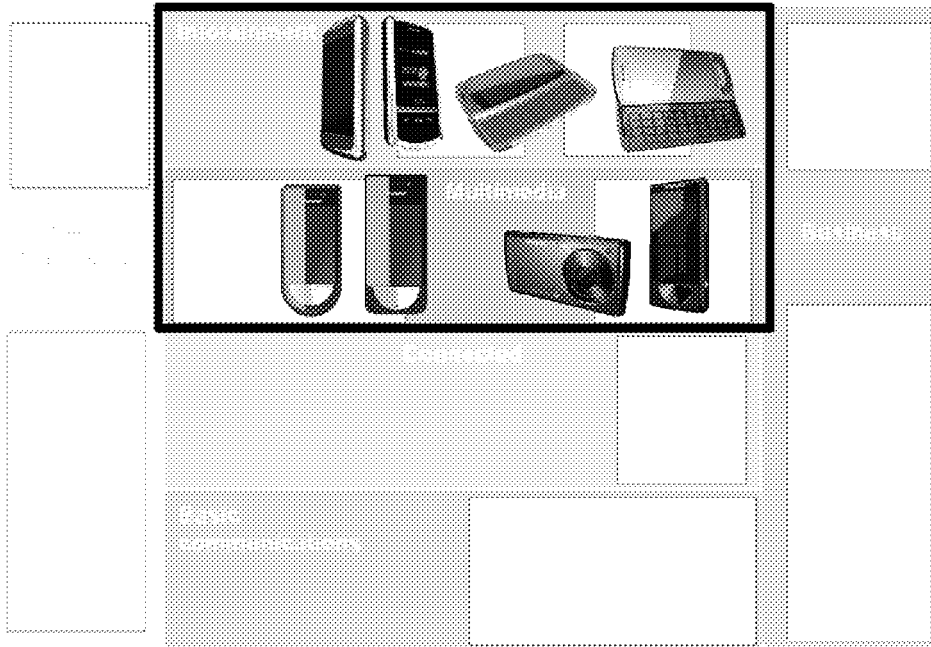
**SAMSUNG 2010**

# **Infotainment Multimedia**

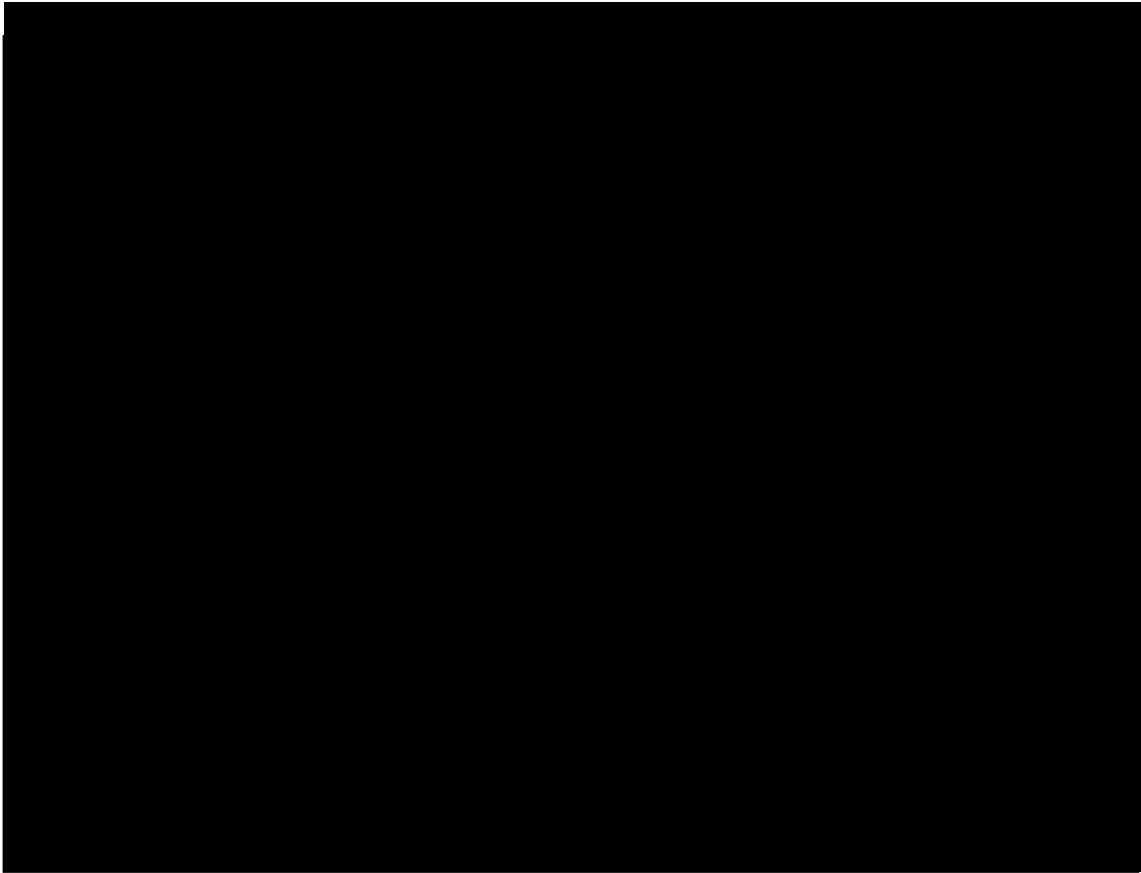
# **2010** Archetype Design

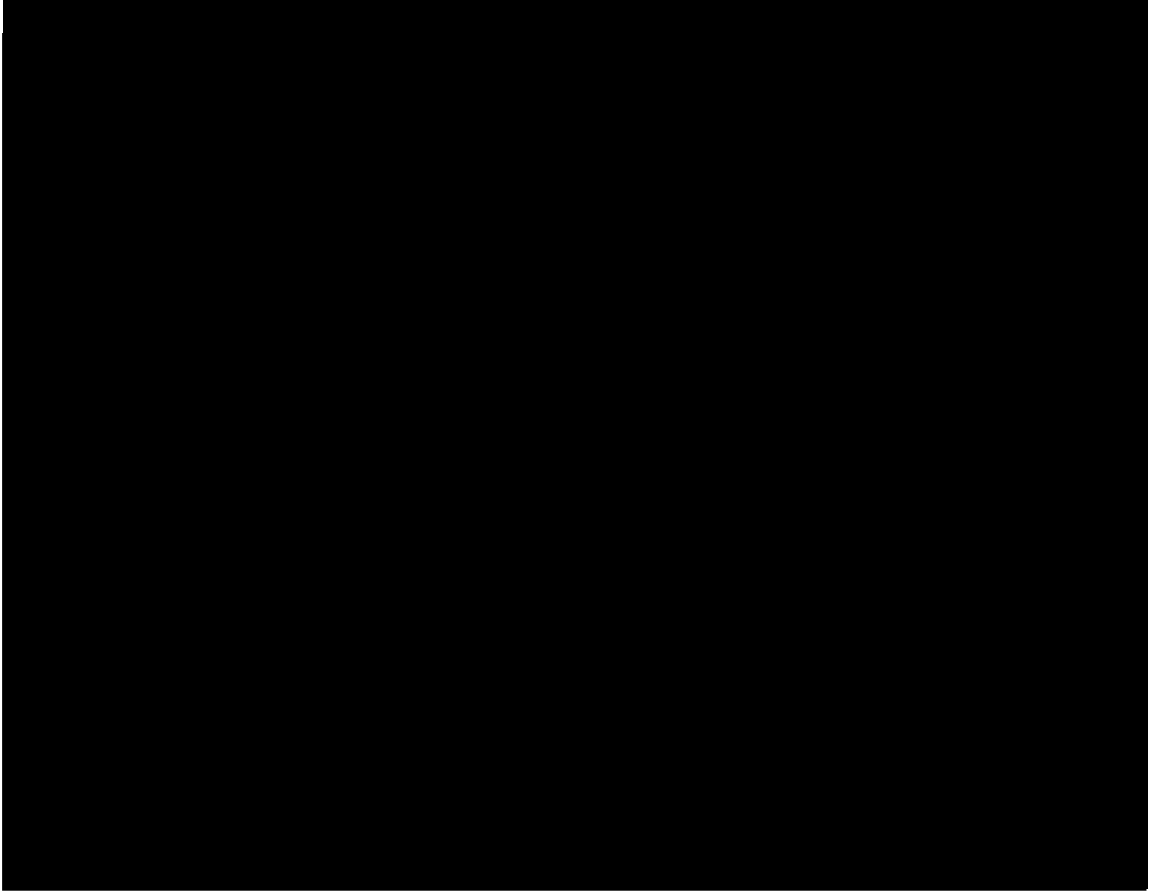
Infotainment & Multimedia

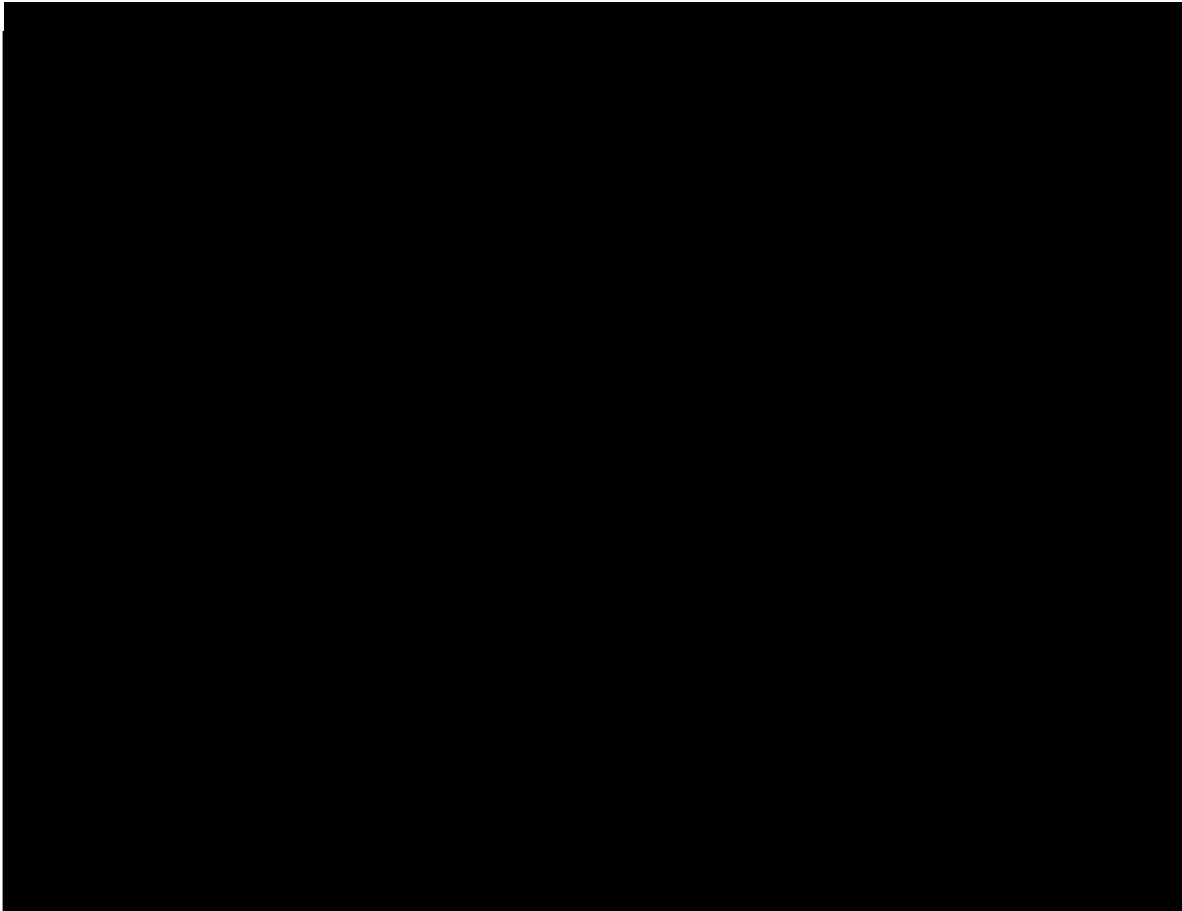
# 2009 Archetype Design

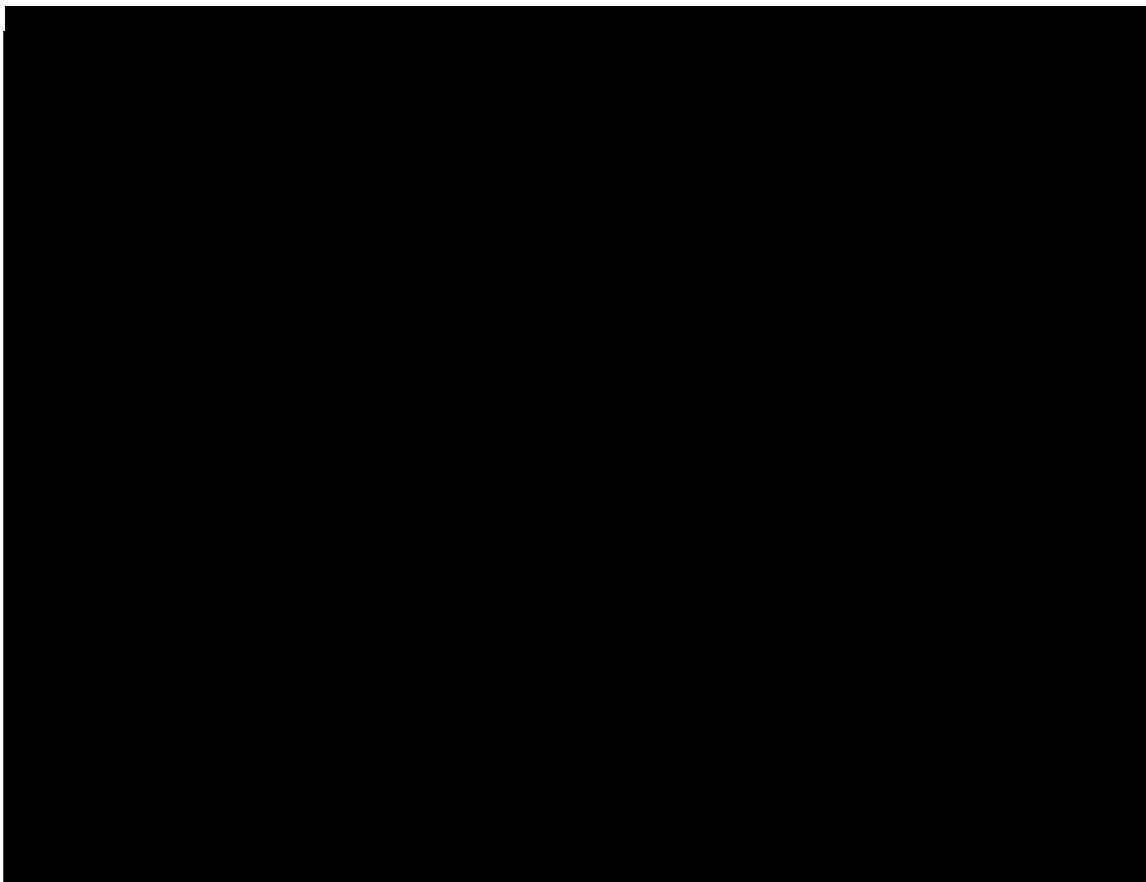


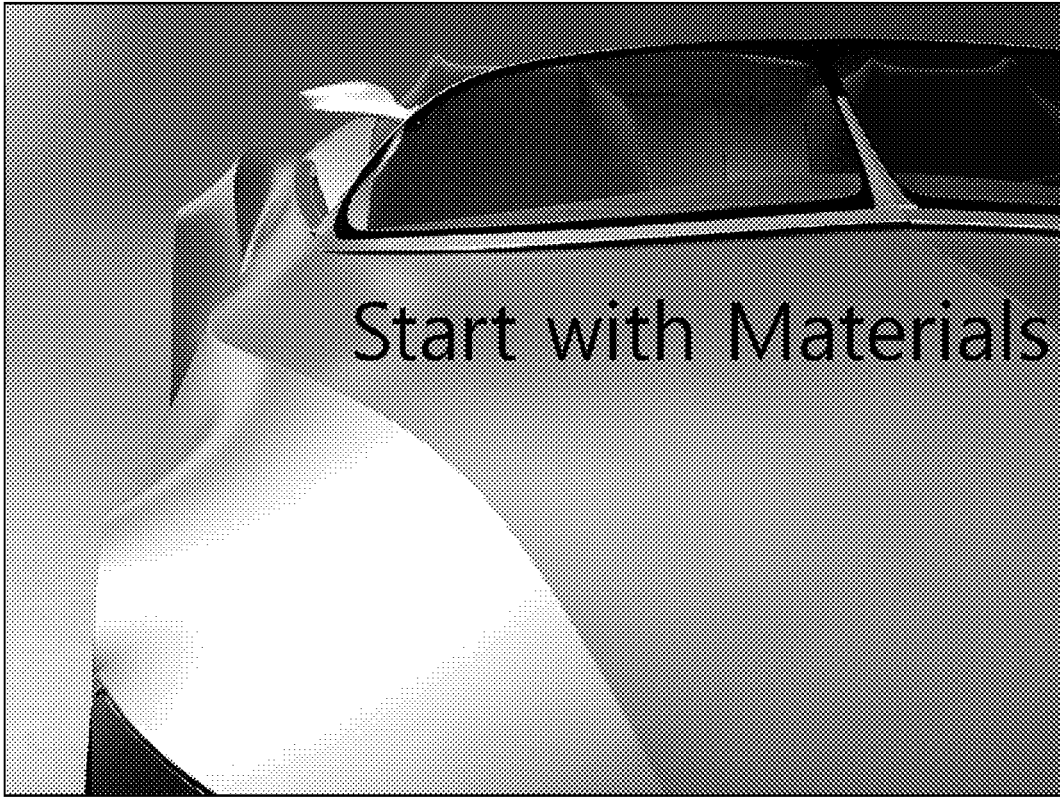


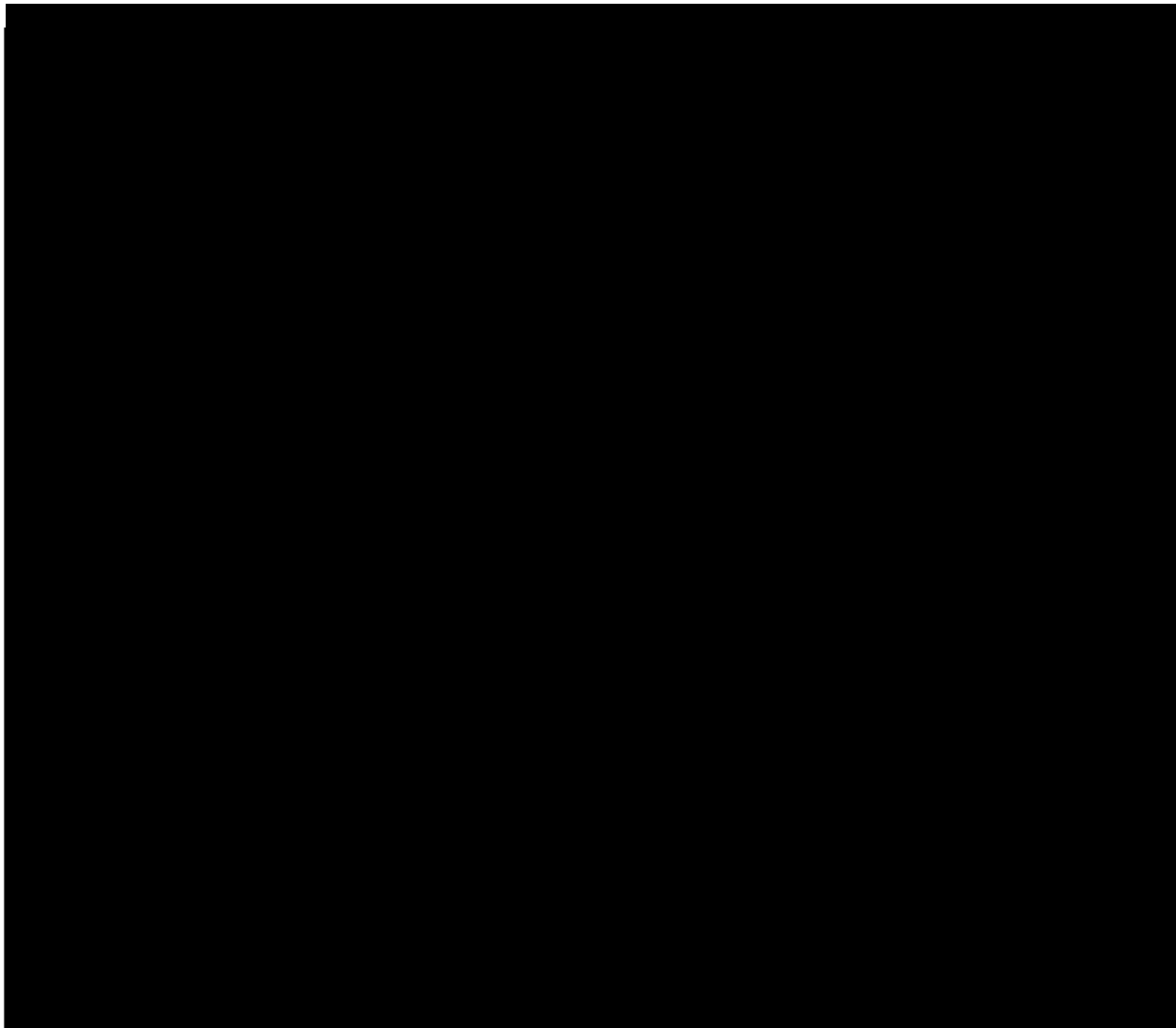




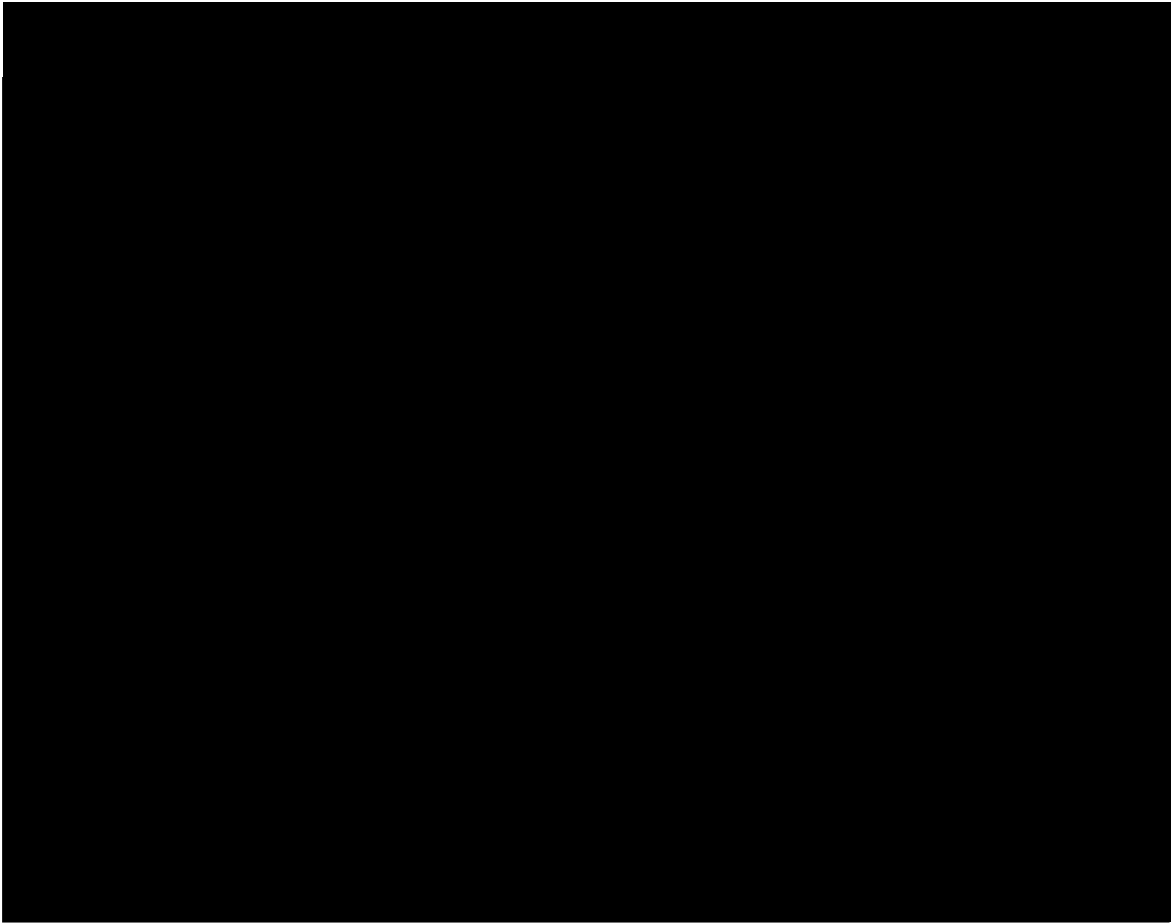








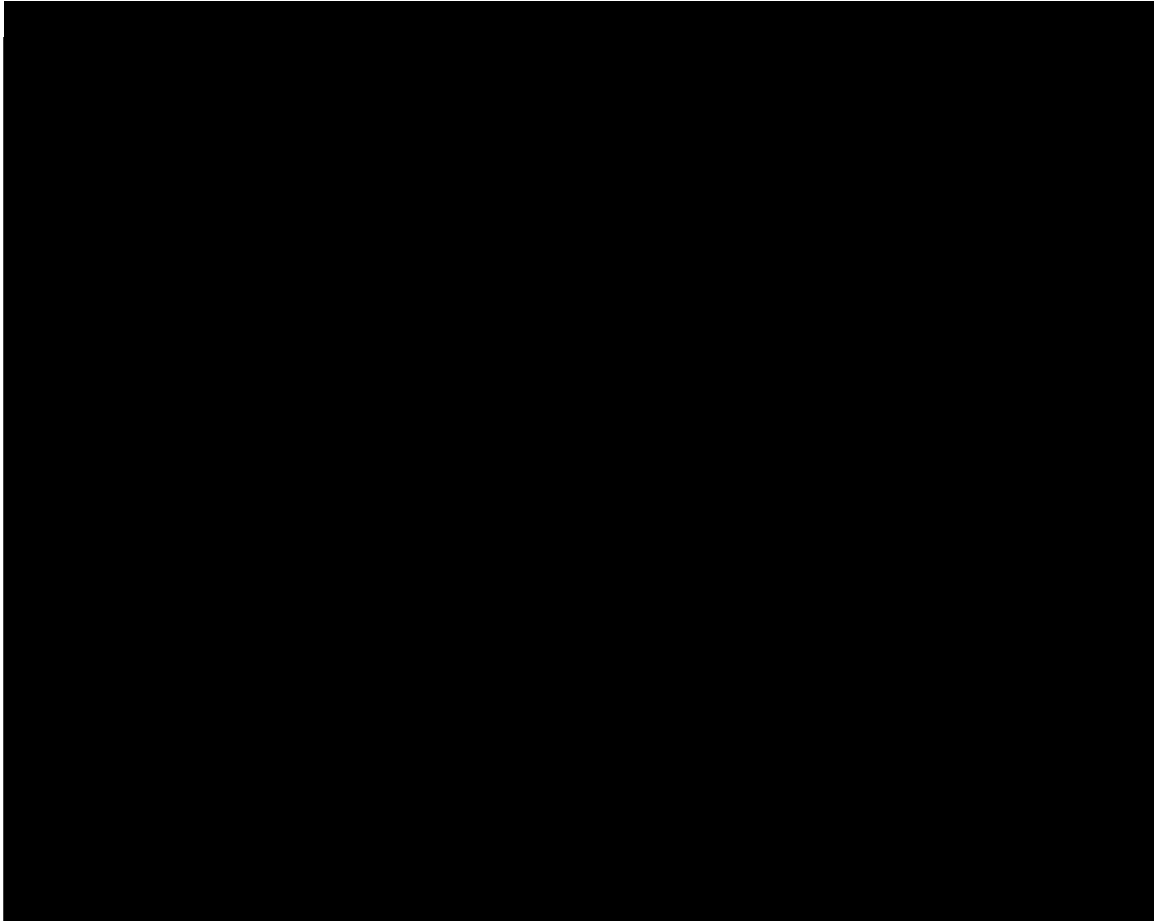


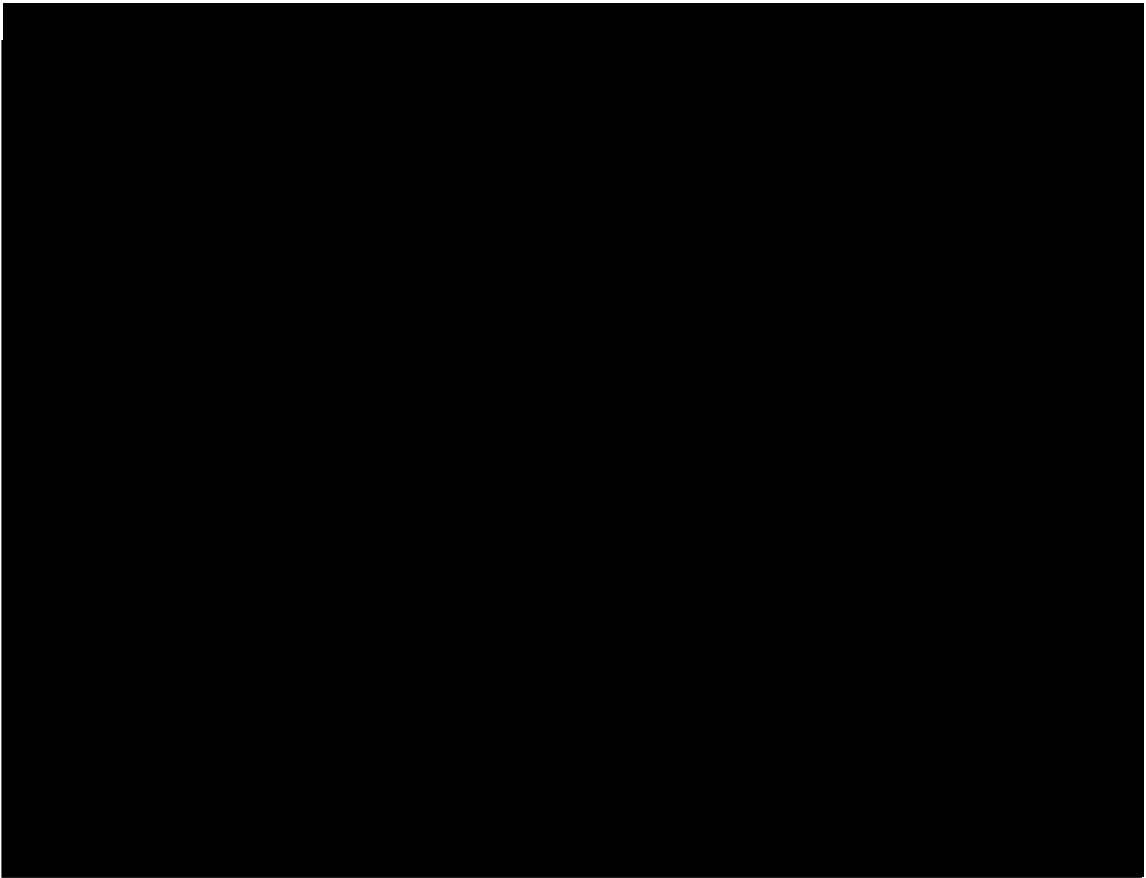














**New Plastic**

**New Metal**

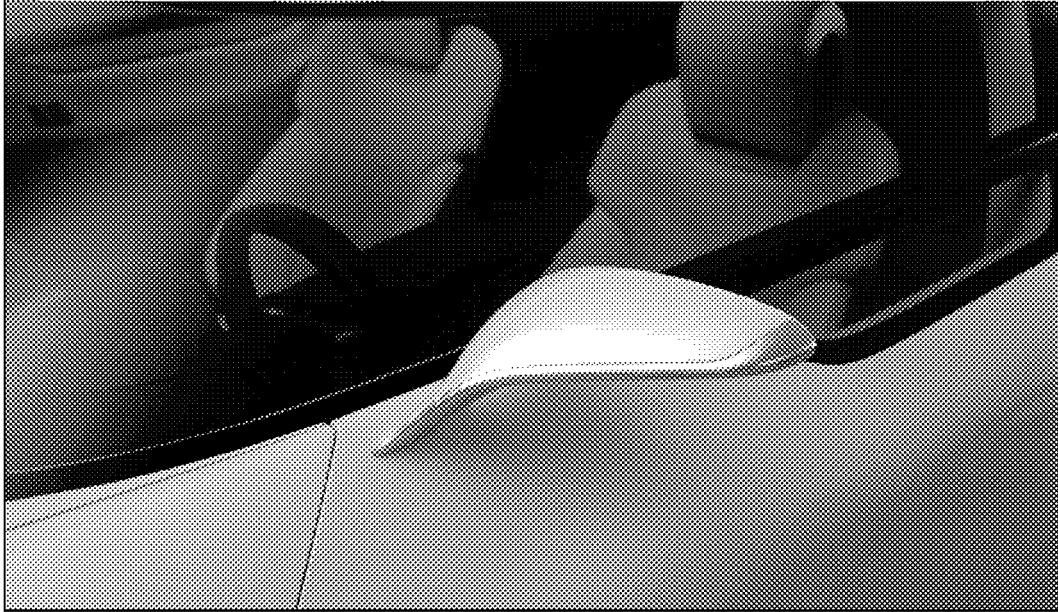




**SAMSUNG 2010**

# **Inspiration Workshop**

THEME DIRECTIONS





3 THEMES

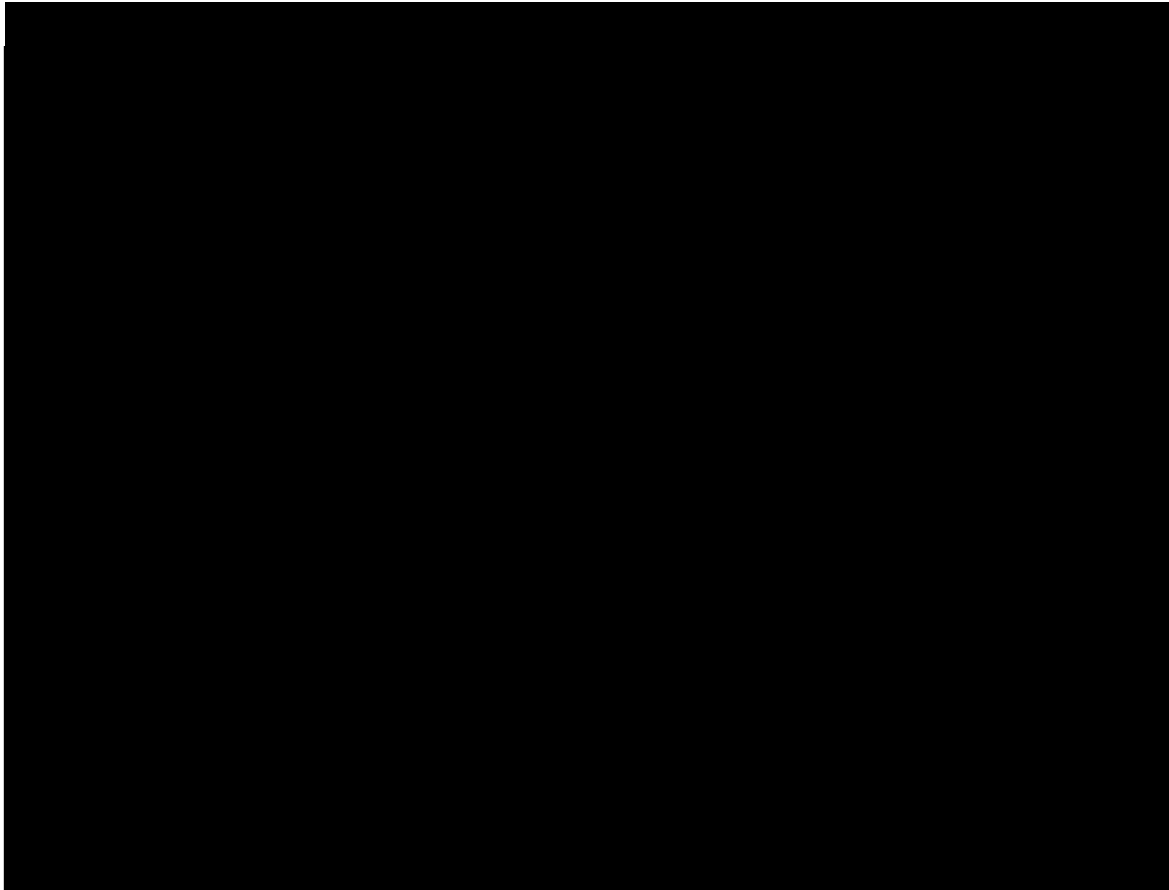
A STYLE

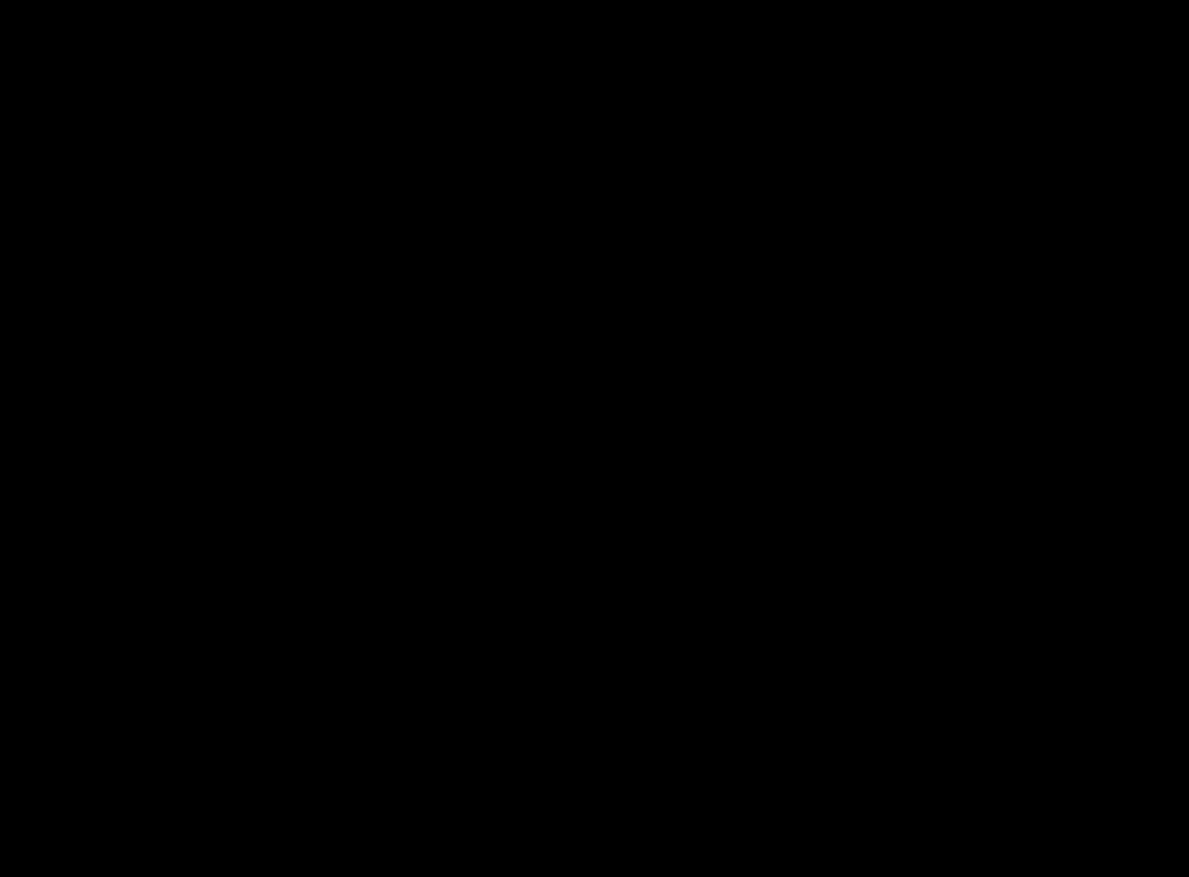
B MEDIA

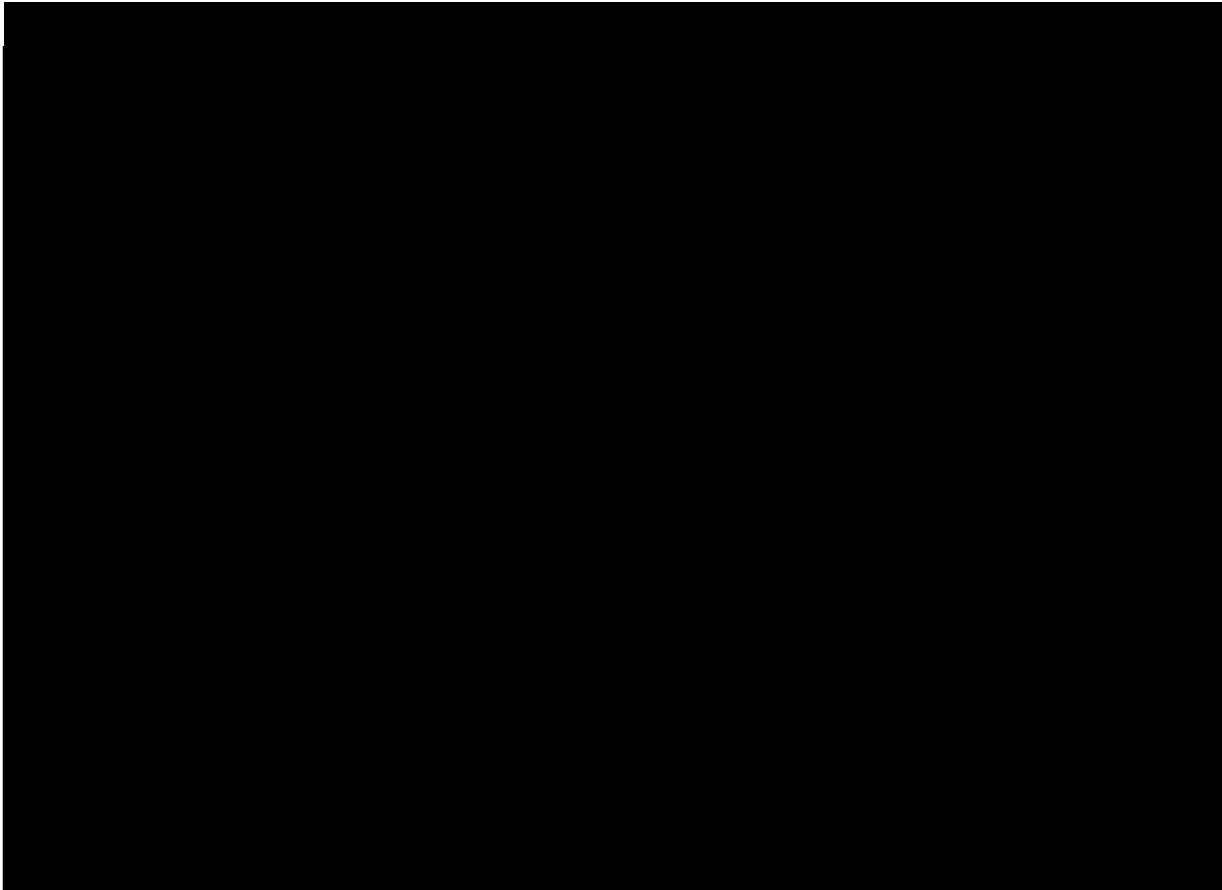
C PROFESSIONAL

SLIDE 29

© 2014

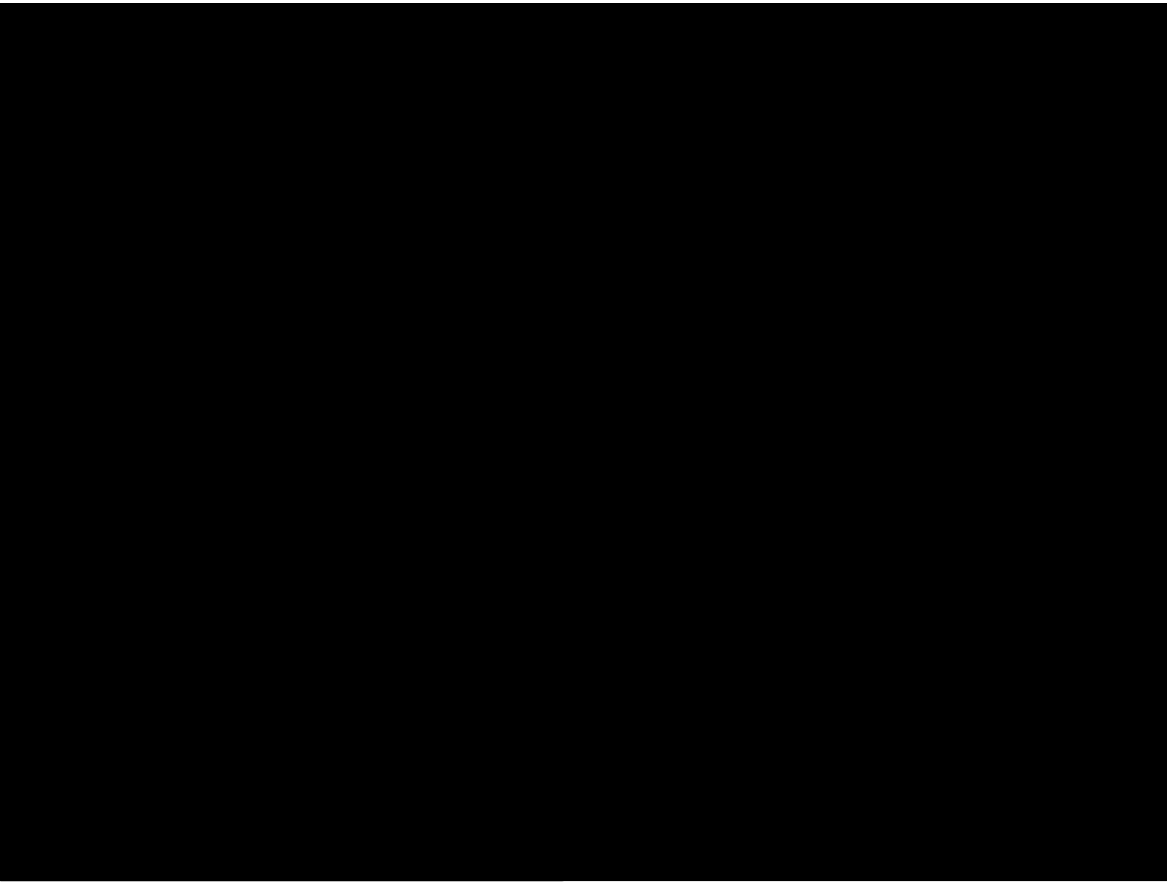


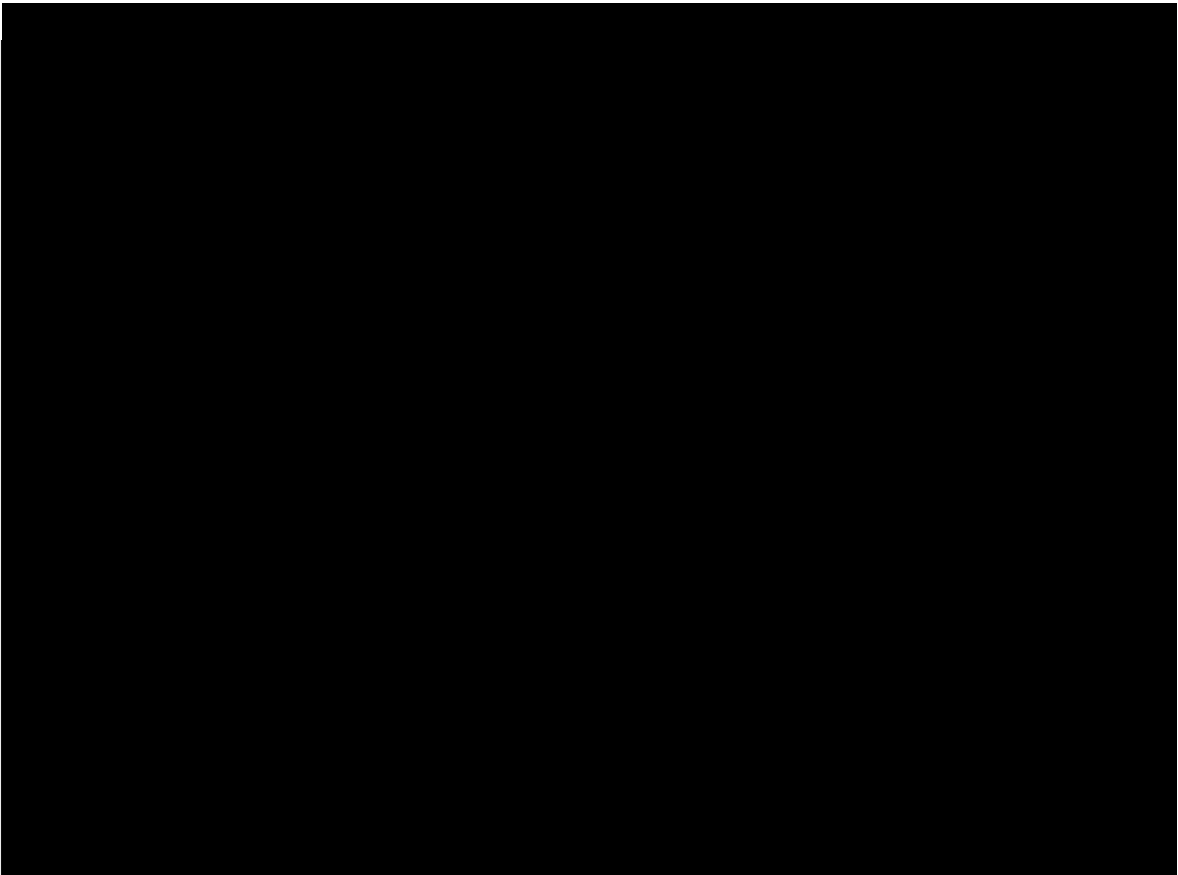


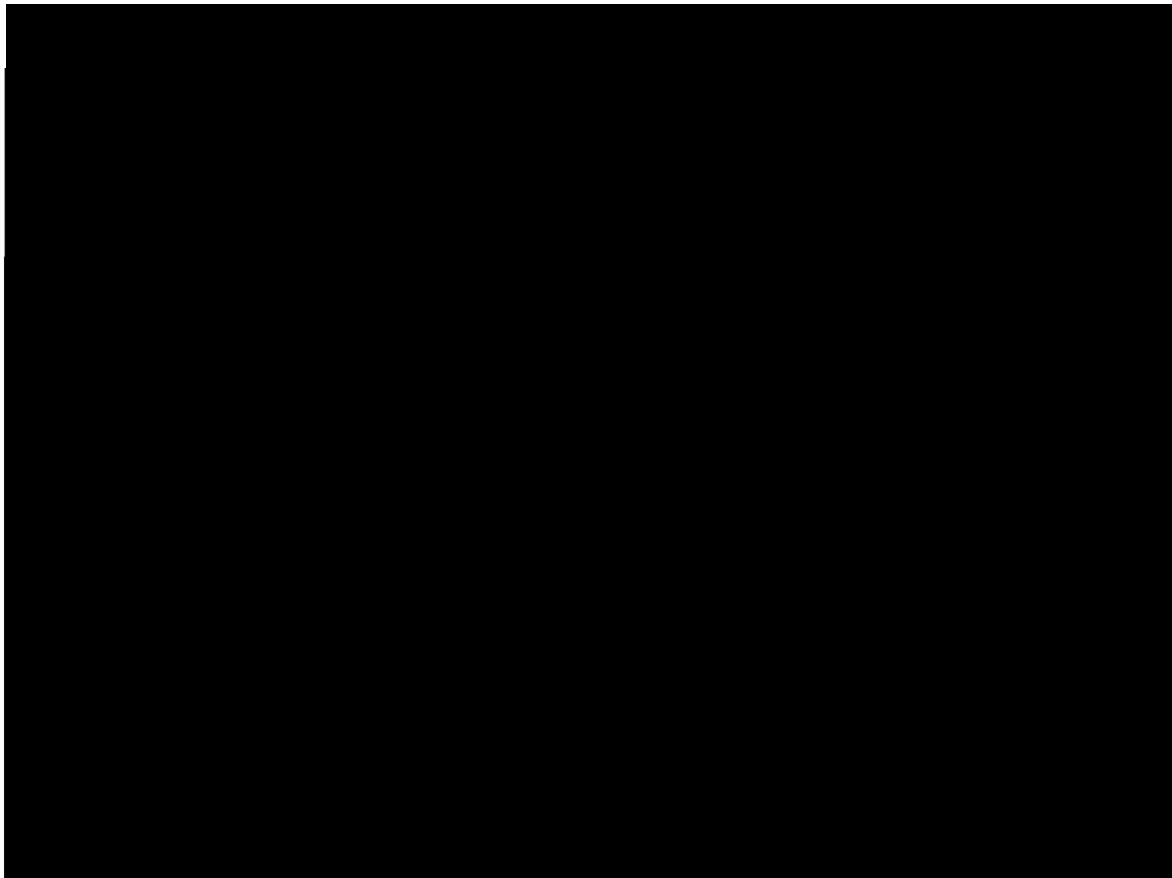


6 SUB-THEMES

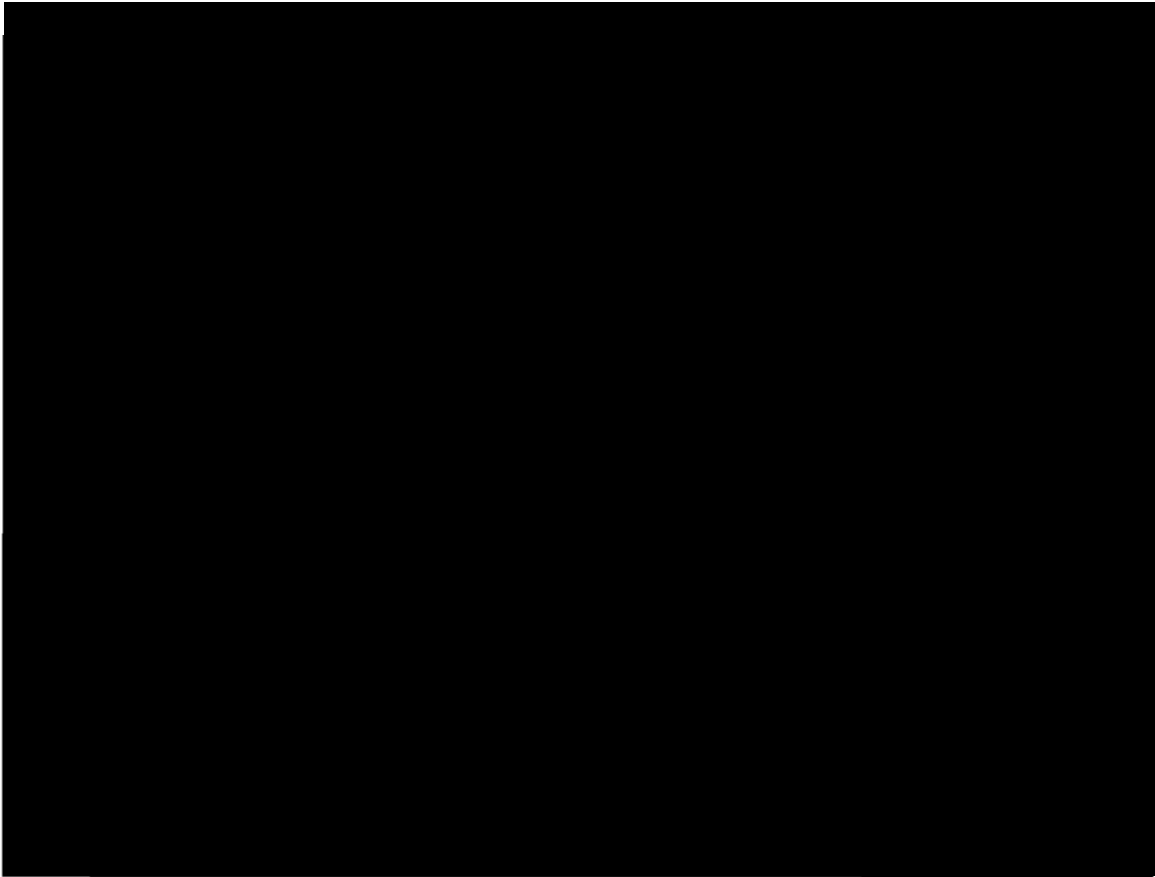


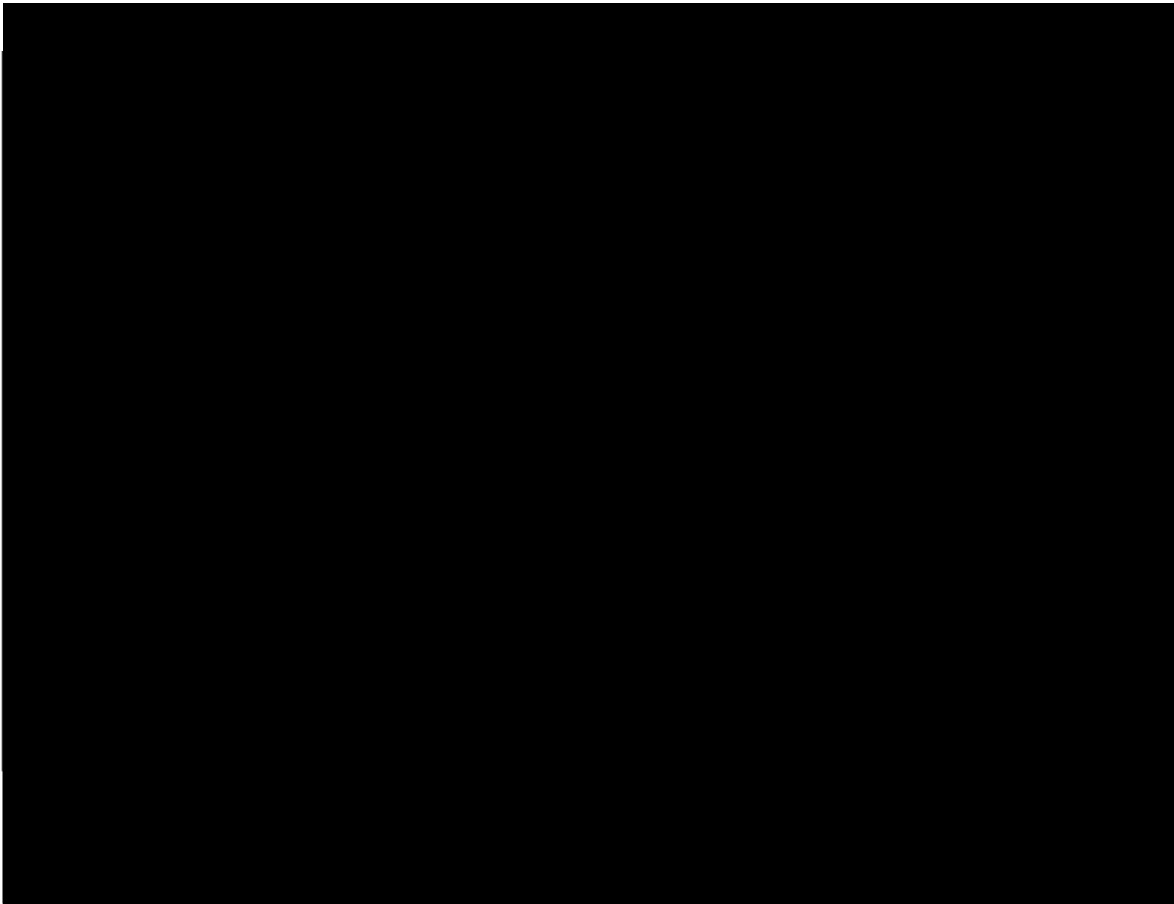


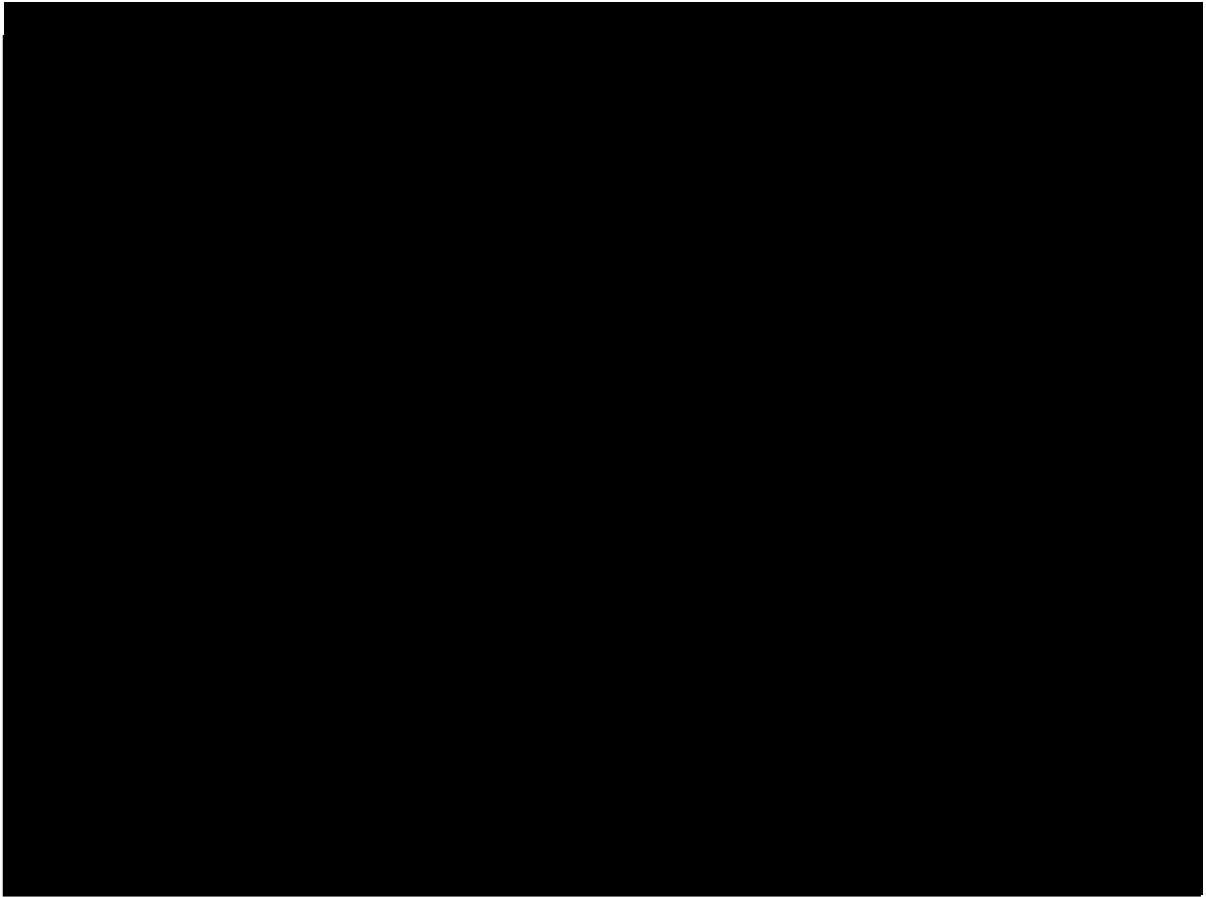




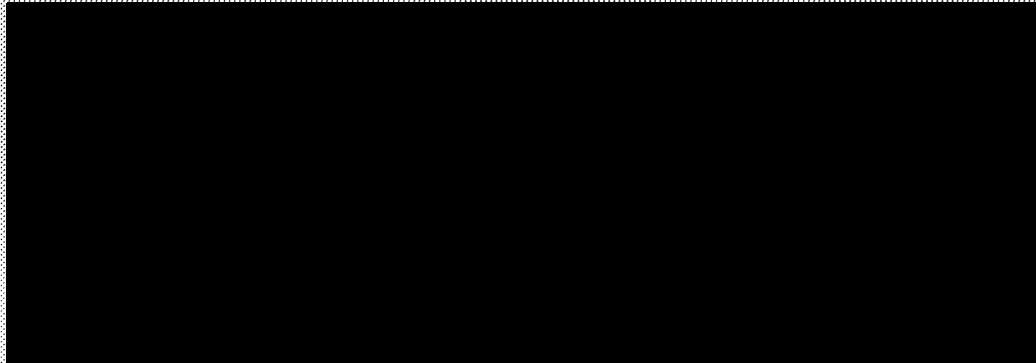




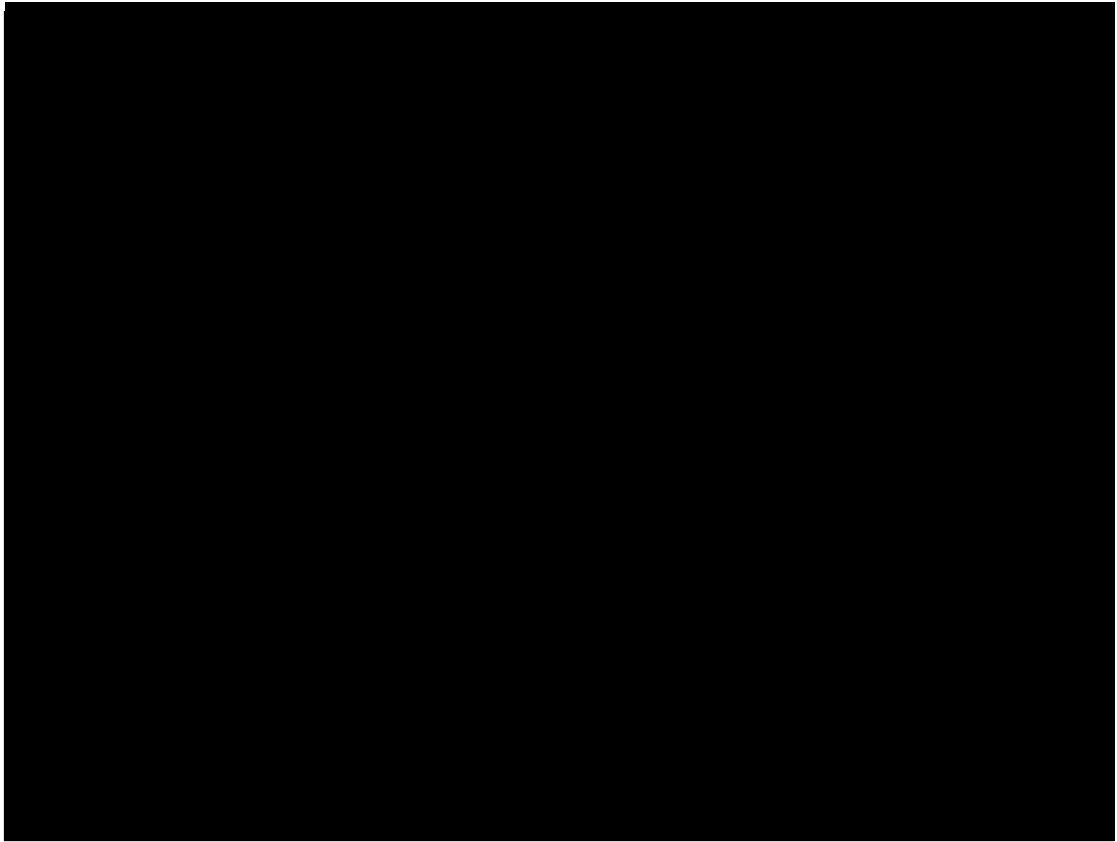


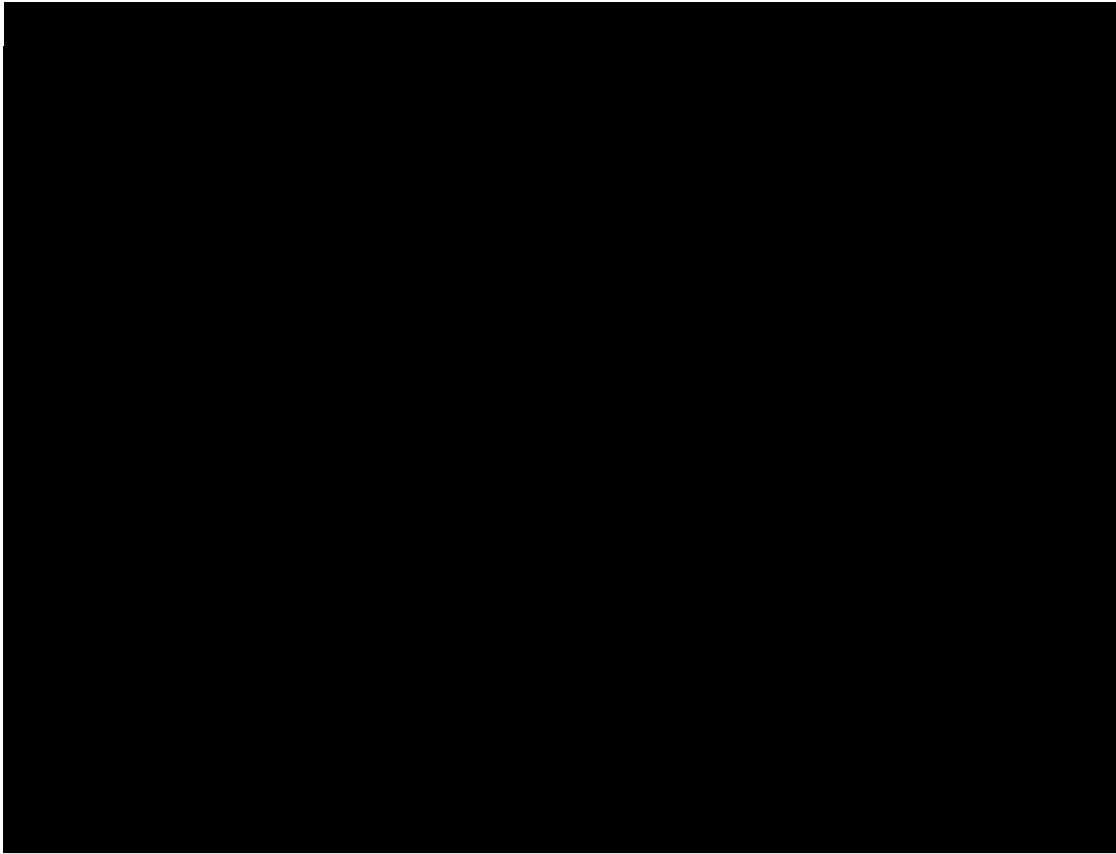


2010 원형디자인 Inspiration Workshop



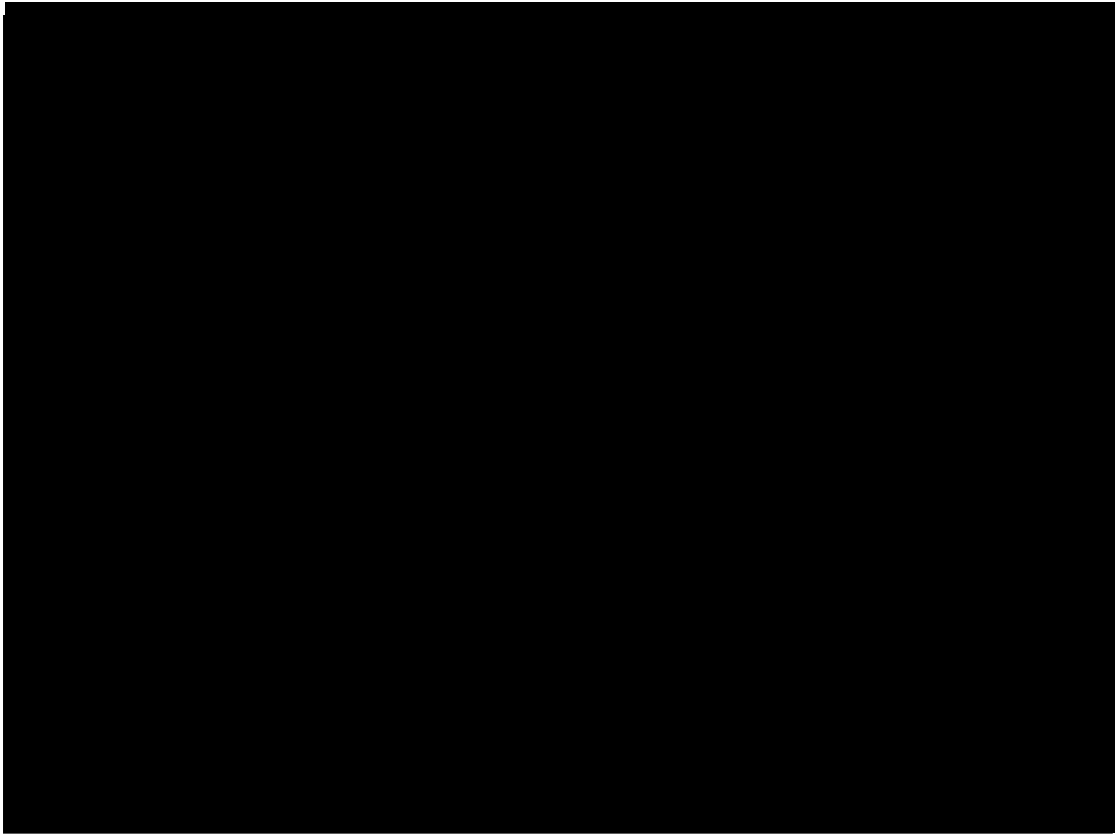


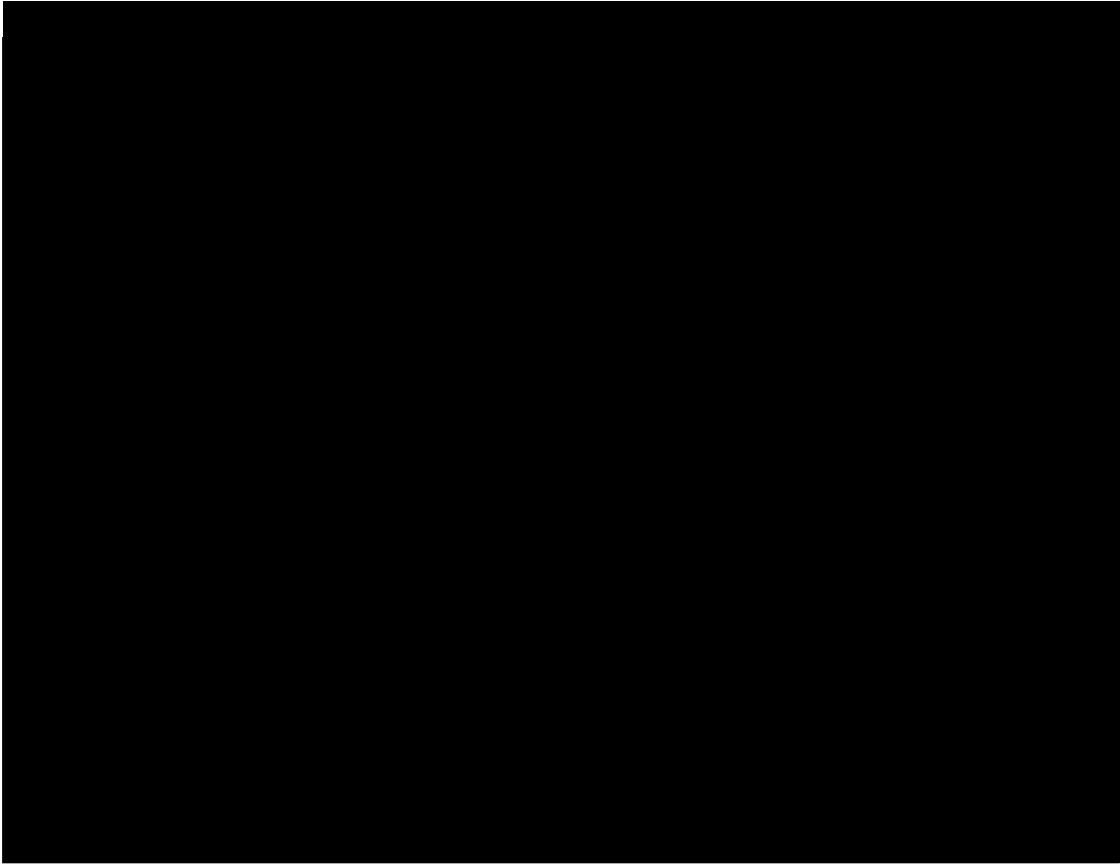


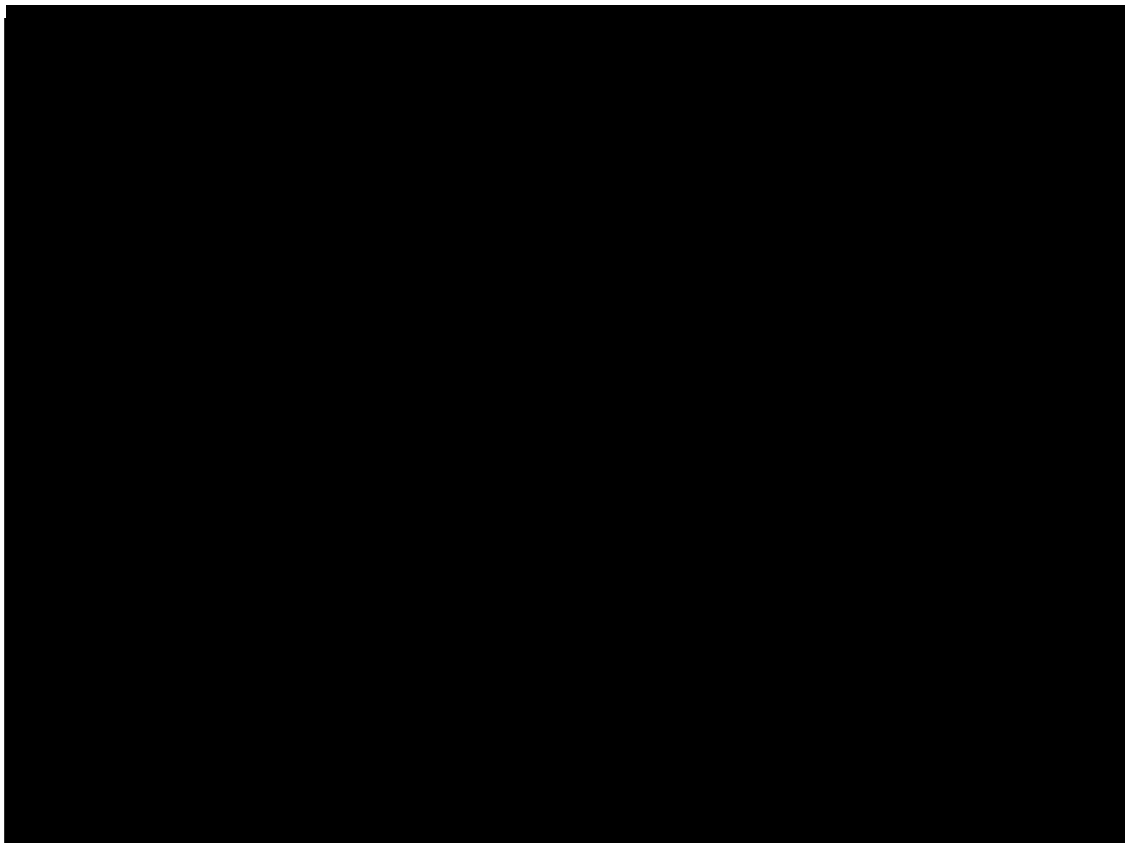


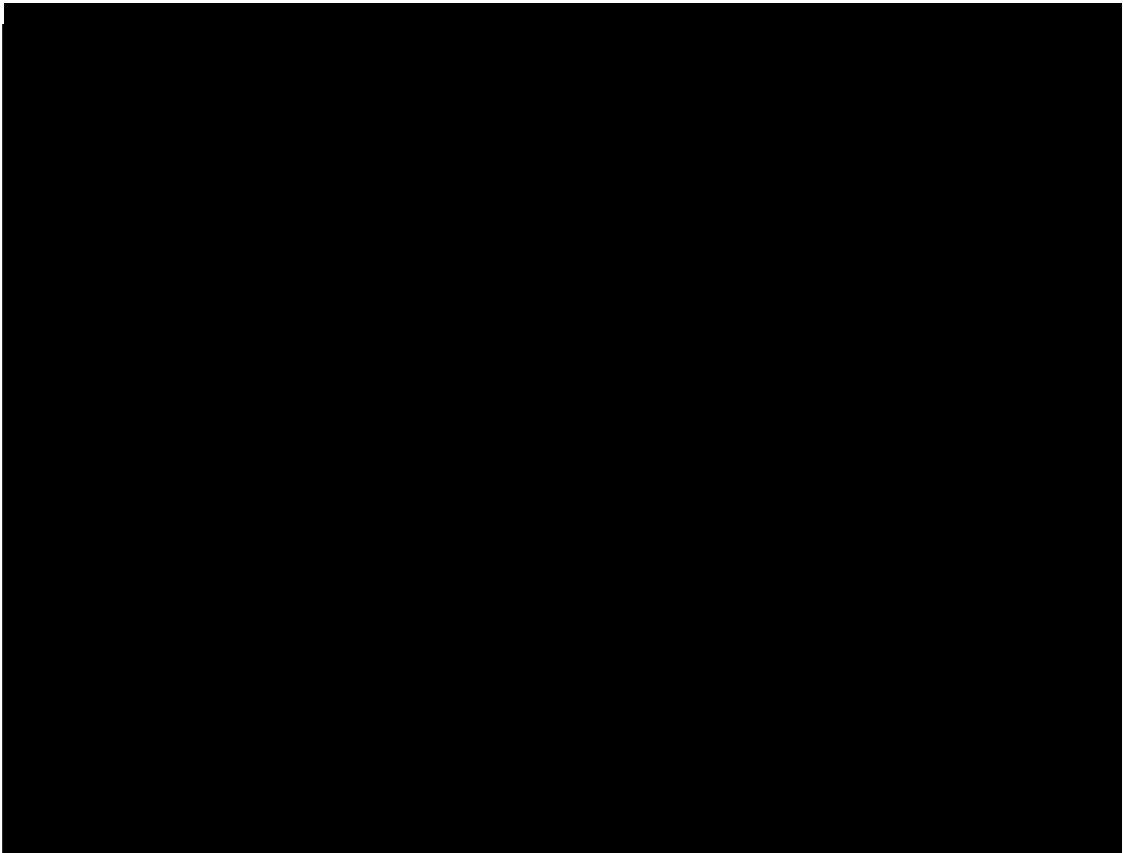












2010 원형디자인 Inspiration Workshop

MEMBERS

A

(New York - Copenhagen - Tokyo)

Style & Business

6명 (총 8명)

이원혁 수석  
김진수 책임  
김태준 책임  
박용석 책임  
임준희 책임  
장희을 책임  
김남수 선임  
정재용 선임

B

(London - Barcelona - New York)

Infotainment & Multimedia

8명 (총 9명)

박승민 수석  
김성권 책임  
박범수 책임  
김태환 책임  
정진단 책임  
송준용 선임  
최정현 선임  
박상식 선임  
최혁수 선임

2010 원형디자인 Inspiration Workshop  
SCHEDULE

A

(New york - Copenhagen - Tokyo)

Style & Business

2008/ 8/26 (화) - 9/ 4 (목)  
총 9박 10일

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

8/30 - 9/ 1 - Copenhagen

9/ 2 - 9/ 4 - Tokyo

9/ 4 - 서울도착

B

(London - Barcelona - New york)

Infotainment & Multimedia

2008/ 8/26 (화) - 9/ 4 (목)  
총 9박 10일

2008/ 8/26 - 8/29 - London  
(SDE meeting)

8/29 - 8/31 - Barcelona

8/31 - 9/ 4 - New york

9/ 4 - 서울도착

# 2010 원형디자인 Inspiration Workshop

## Inspiration Points

### London

- Tate Modern Gallery
- Royal Albert Hall
- The London Transport Heritage
- The Photographers' Gallery
- Old and Young, London / Grand Hotel
- London Canal Festival
- Tate St. Martin's, Tate Gallery, Royal Academy
- Museum of Modern Art, Royal Albert Hall
- British Library, Royal Albert Hall
- British Library

### Tokyo

- Akiba and Ginza Street
- Shinjuku, Shibuya, Rikyo
- NE Apartment for 100 People
- House of the Future, Shinjuku, Shinjuku
- Shinjuku, Shinjuku, Shinjuku, Shinjuku

### New York

- Five Points Place
- New York City, NYC
- New Museum of Contemporary Art
- 100th Street
- 100th Street, Grand Central
- 100th Street
- Museum of Modern Art
- 100th Street, Grand Central
- International Center of Photography

### Copenhagen

- Kastrup Airport
- Black Diamond City
- Rør Hotel

### Barcelona

- 100th Street, Grand Central
- 100th Street
- La Rambla Market, La Rambla

## Material Workshop

목적 : 신소재 테마/제품디자인 모터트렌딩 및 워크숍

일시 : 9. 8~11 (5일간)

장소 : 런던 외 유럽 4개 도시

참석 : SDE - Eliot Kim 외 제품디자이너 2명, 소재디자이너 1명

MC Cluster - 김석균 수석, 박승민 수석 외 제품디자이너 2명

CMF Lab - 김정수 책임 외 2명 (배영, 홍라소빅 담당)

Color Lab - 원종성 선임

Material Consultant RED - 권철원트 1명

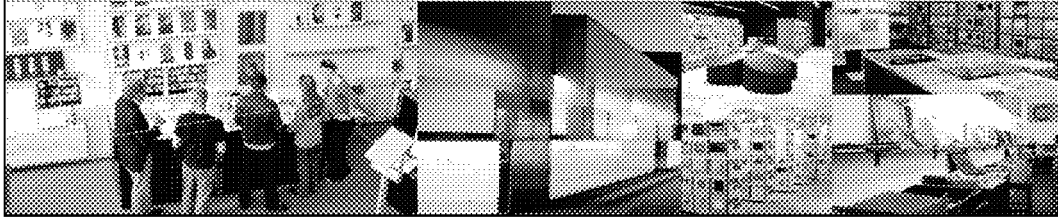
일정

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 stones, 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

신소재 태머/재조합디자인 모티브 워크숍 세부 일정

### Potential tour sites

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

#### Switzerland

##### • Watch making

SWC / Stattenhausen  
Vita Jewellery / Neuchâtel  
Kasse Heritage / Neuchâtel

#### Austria

##### • Violin maker

Nag (Vcl) / Vienna / Vienna  
Vienna photo studios

##### • Art

MUMOK  
Museum of modern art / Vienna  
Institute of fine arts / Vienna  
Kunsthaus Bregenz (Günter) / Bregenz  
Kunsthaus Graz (Peter Cook + Arup) / Graz

##### • Automobile

Mercedes-Clayton factory /  
Stulz

##### • Gun making

Gruck factory / Graz

#### Germany

##### • Industrial design

Bauhaus museum + school / Weimar

##### • Camera factory

Leica factory / Mesebach / Gotha

##### • Sports apparel

Adidas headquarters / Herzogenaurach

##### • Material collection

Museum Carinthia / Obnögge

##### • Aviation

Zeppelin factory & museum / Hohenlocke  
Friedrichshafen

#### Denmark

##### • Furniture

Ras Rasmussen cabinet

##### • Architecture

August Jensen  
Wilhelm Jensen +  
Bellevo (Jens Jacobsen)

##### • Art

Christensen / Hjørring

##### • Ceramics

The Jensen design studio  
Royal Copenhagen

##### • Silver

Oslog Jensen

##### • Food

Carsten Pleth / Hør



Thank You.