

KANG DECLARATION EXHIBIT 22

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

Ex. 72

Filed Under Seal

Business

Archetype Design 2009

Objective

Building Biz product identity in global market

Expanding Samsung Biz product portfolios



Contents

Business Overview

Market Situation

Competitor Analysis

Design Direction

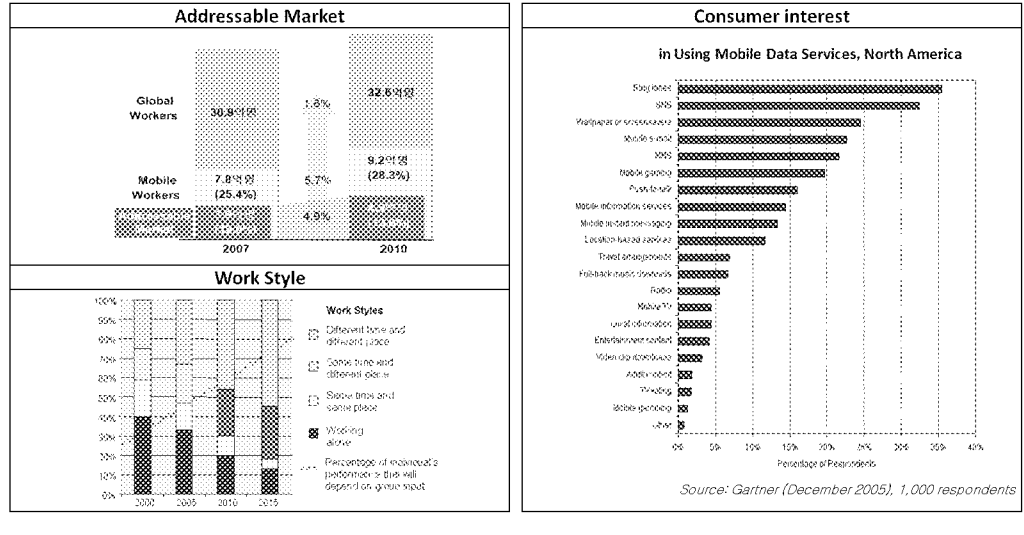
Product Concept

Design Language

Design Factors

Market Situation : Consumer perspectives

- Target Consumer 증가
- : Enterprise Solution을 통해 수익 창출이 가능한 Market은 약 4.5억 명으로 추정
- : Mobile work 인구의 증가로 일과 개인생활 영역의 경계 모호
- : Data service에 대한 소비자 관심 증가



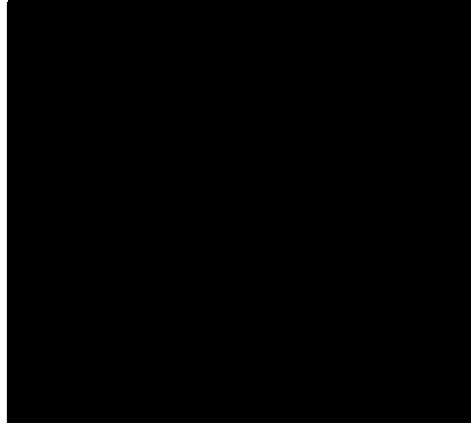
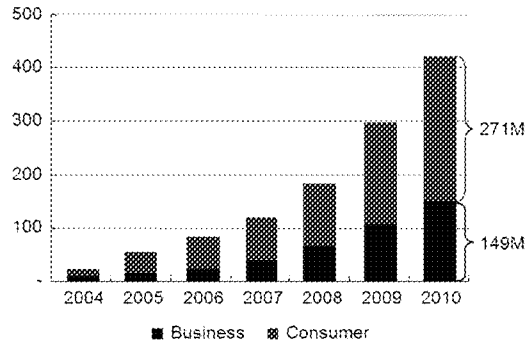
Market Situation : Segment Characteristics

- Business vs. Consumer

: Biz Device는 타겟과 사용목적, 기능 등의 요소에 따라 크게 Business와 Consumer segment 들로 나뉨

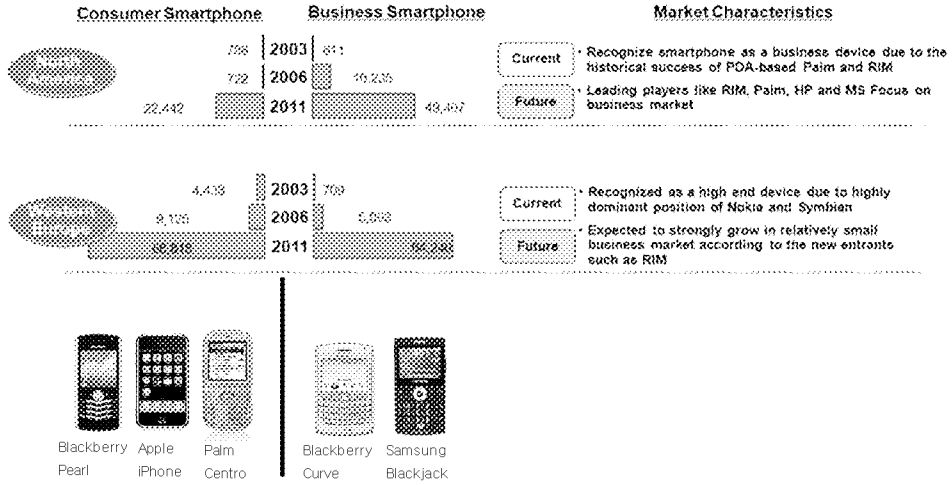
: 특히 2010년을 넘어서는 멀티미디어에 대한 니즈 증가, 그에 따른 다양한 인터페이스의 증가, 디바이스의 가격인하로 인해 Consumer segment가 우위를 점할 것으로 예상.

[Smartphone Market Forecast by Category] (M Units)



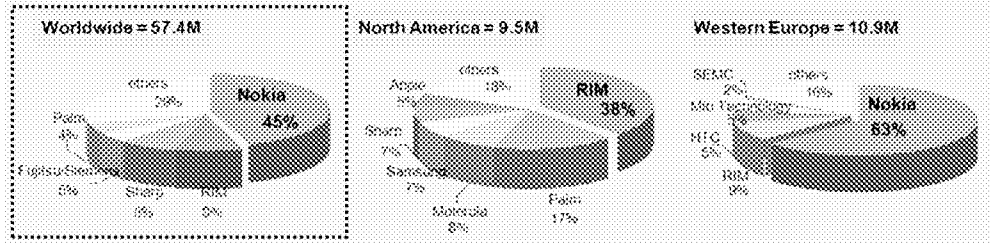
Regional Characteristics

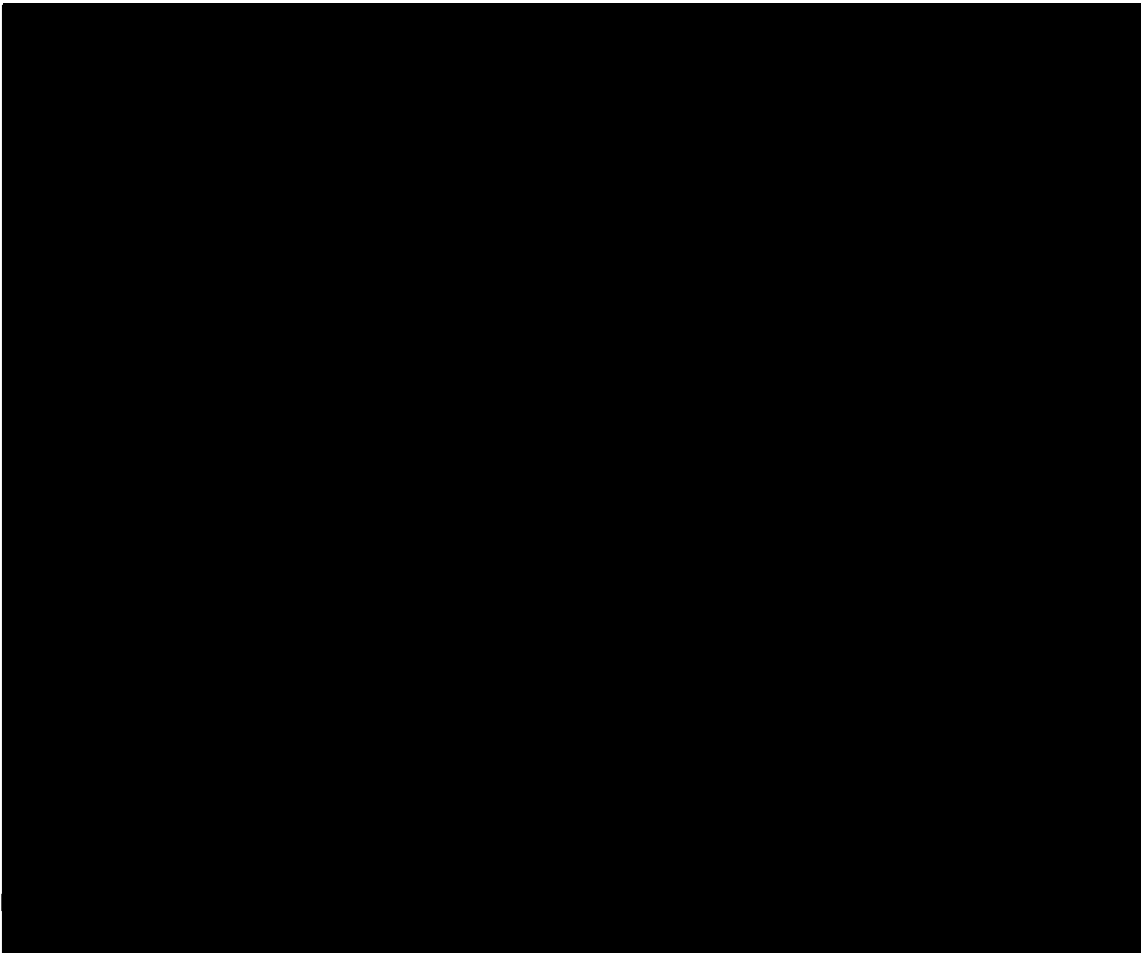
시장 별 패턴차이 큼
 미국 : Business Segment 강세
 유럽 : Consumer segment 빠른 증가



Regional Characteristics

- NOKIA와 RIM이 자체 개발한 OS, 그에 기반한 다양한 Service/contents와 제품 portfolio로 강력한 마켓 우위를 점하고 있음.
- 그 이외의 다른 경쟁사들은 개별 제품의 마켓 성공에 의지한 시장 점유를 보임



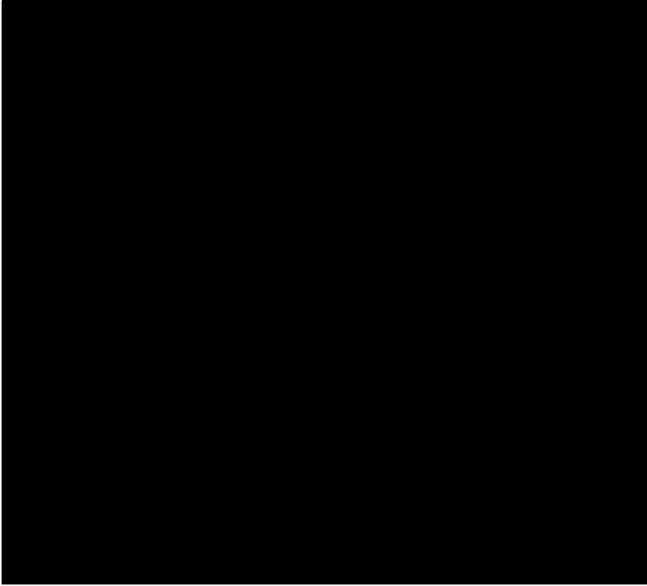


Competitor Analysis

RIM(BlackBerry)

: NA마켓에서는 Business segment에서는 독보적인 위치를 점함

: Pearl을 시작으로 Consumer segment의 시장으로의 지속적인 투자 예상



Portfolio

- Pearl과 Curve의 출시로 Consumer 제품 라인 확장
- Virtual keyboard 9000이 08년도 출시 예정
- 노키아, 모토로라, 삼성, HTC 등의 시장 진입으로 가격 압박
(Pearl: \$200('06) → \$130('08))

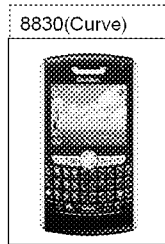
Design & Interface

- User-friendly한 폼팩터를 희생시키지 않는 suretype QWERTY 키보드 제품인 'Pearl'의 마켓 성공
- Trackball Navigation 방식은 Internet Browsing에 대한 소비자의 기대치 충족
- 새로운 Touch UI 디바이스 출시 예정

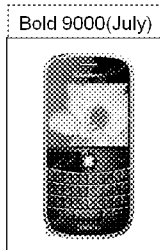
Competitor Analysis

RIM(BlackBerry)

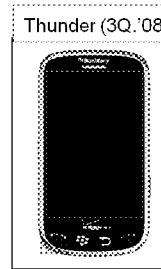
- Expand the device formfactor to Full touch & Clamshell



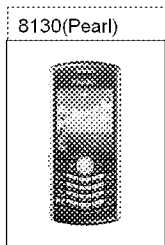
2.5" LCD(320 * 240)



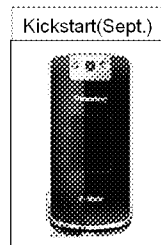
2.6" LCD(420 * 320)
AT&T



Over 3.5" LCD
Full Touch / VZW



2.2" LCD(240 * 260)



Over 2.2" LCD
T Mobile

Competitor Analysis

HTC

- : 사업자와 MS와의 전략적인 관계 유지로 경쟁력 있는 smartphone 제조사로서 발전
- : 다양한 제품 포트폴리오가 강점이나, 서비스와 콘텐츠와의 연결성 부족이 약점



Portfolio

- 다양한 플랫폼의 Smartphone 포트폴리오를 가지고 있음
- 사업자, MS, Google과의 Good Relationship
- 자체 디자인 아이덴티티보다는 OEM 요구 중심의 디자인 운영
- TouchFlo의 탑재와 'Touch'의 출시
- '08년 Android 탑재의 Business와 Consumer segment 모두 해당하는 convergence제품 2~3 모델 출시 예정

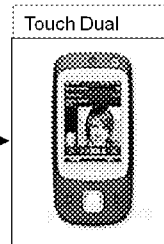
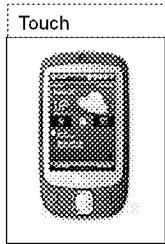
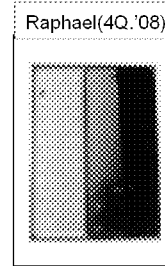
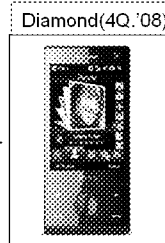
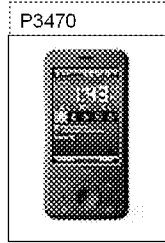
Design & Interface

- Traditional Business phone의 QWERTY BAR 형태의 디자인을 탈피한 Convergence 제품이 주류
- QWERTY키패드와 TOUCH를 적용한 디자인 선보임
- Touch Flo UI
: 한손으로 모든기능을 컨트롤 할 수 있음
: 3D 인터페이스 제공

Competitor Analysis

HTC

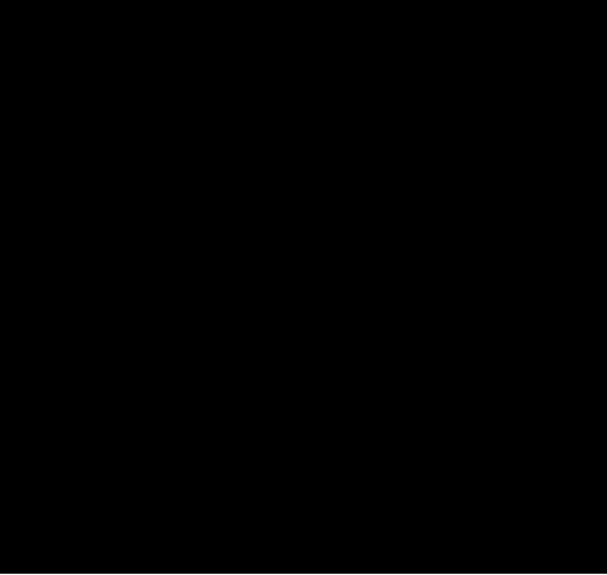
- Expand the device form factor to Hybrid(Touch + QWERTY)



Competitor Analysis

Apple

- : Multimedia Smartphone으로써의 iPhone의 성공적인 출시 : smartphone에 대한 마켓 인식의 변화
- : Business 기능 강화로 Smartphone으로써의 입지 확대



Portfolio

- iPhone은 다른 제품에 비해 email과 PIM기능 약하지만, Smartphone이 비즈니스 커뮤니케이터로만 강화된 인식을 멀티미디어 제품으로 전환을 시킨 제품
- Business 기능을 강화를 통해 마켓 확장 노력 (Push Email, Security, Organizer)
- iPhone 가격 인하로 (\$200 정도) 시장 확대를 노림

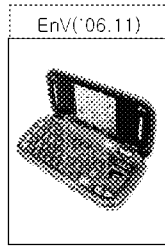
Design & Interface

- iPod시리즈로 부터 연장되는 Apple만의 심플한 디자인
- Multi-touch UI
- Touch의 단점을 Smart word completion 기능으로 보완
- 다양한 Visual GUI

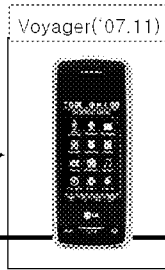
LG: Portfolio

Platform Strategy

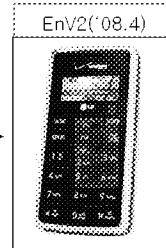
- Expand the messaging device platform



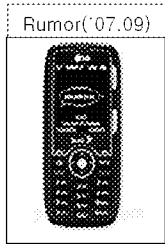
2.0" QVGA (320 x 240)
VZW



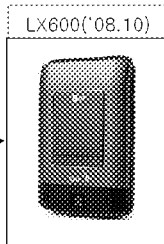
2.8" WQVGA (240 x 400)
Full Touch & QWERTY
VZW



2.4" QVGA (320 x 240)
QWERTY/ VZW



1.9" QCIF
SPR



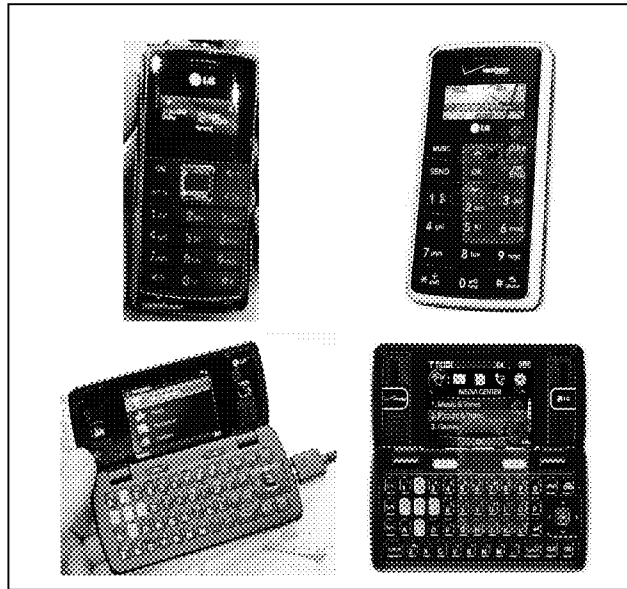
2.3"
QVGA(320x240)

Competitor Analysis

Featured Messaging for consumer market



Voyager ('07.11)












KT610(GSM) Symbian OS

ENV2 ('08.2Q)

Competitor Analysis

Featured Messaging for consumer market

	AT&T	Verizon	Sprint	T-Mobile
Samsung	 <p>Sangria - HSDPA - '08.4Q</p>	 <p>Craft2 - EVDO - '09.1Q</p>  <p>Cleo-M - 1x - '09.2Q</p>	 <p>Neo-M2 - EVDO - '08.9</p>  <p>Fontana - 1x - '09.1Q</p>	 <p>'09.1 Holic</p>
LG		 <p>'07.11 Voyager</p>  <p>'08.2Q VX9100 (Env2)</p>	 <p>'07.09 Rumor</p>	
Moto Nokia	-	-	-	-

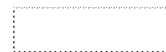
Business Strategy

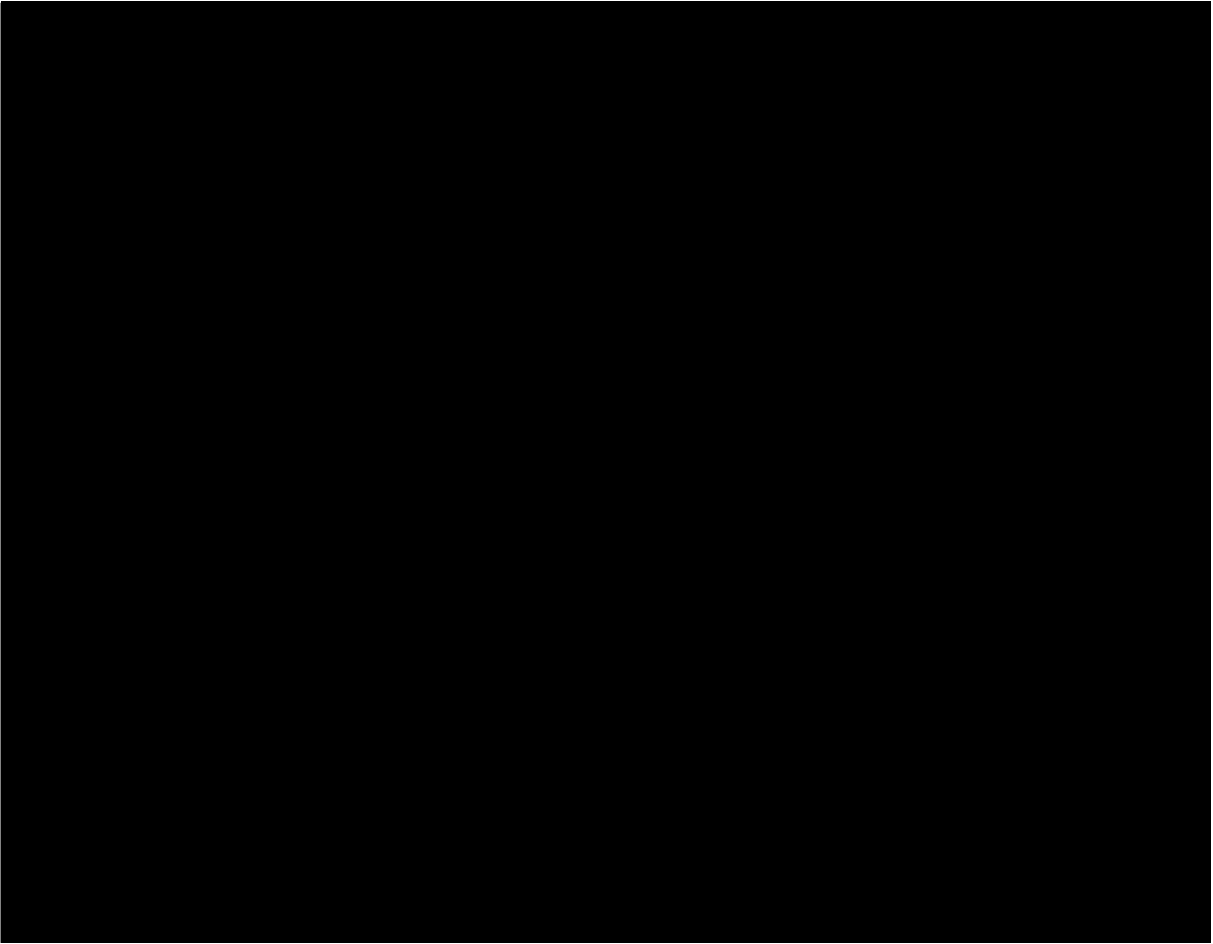
[Redacted]

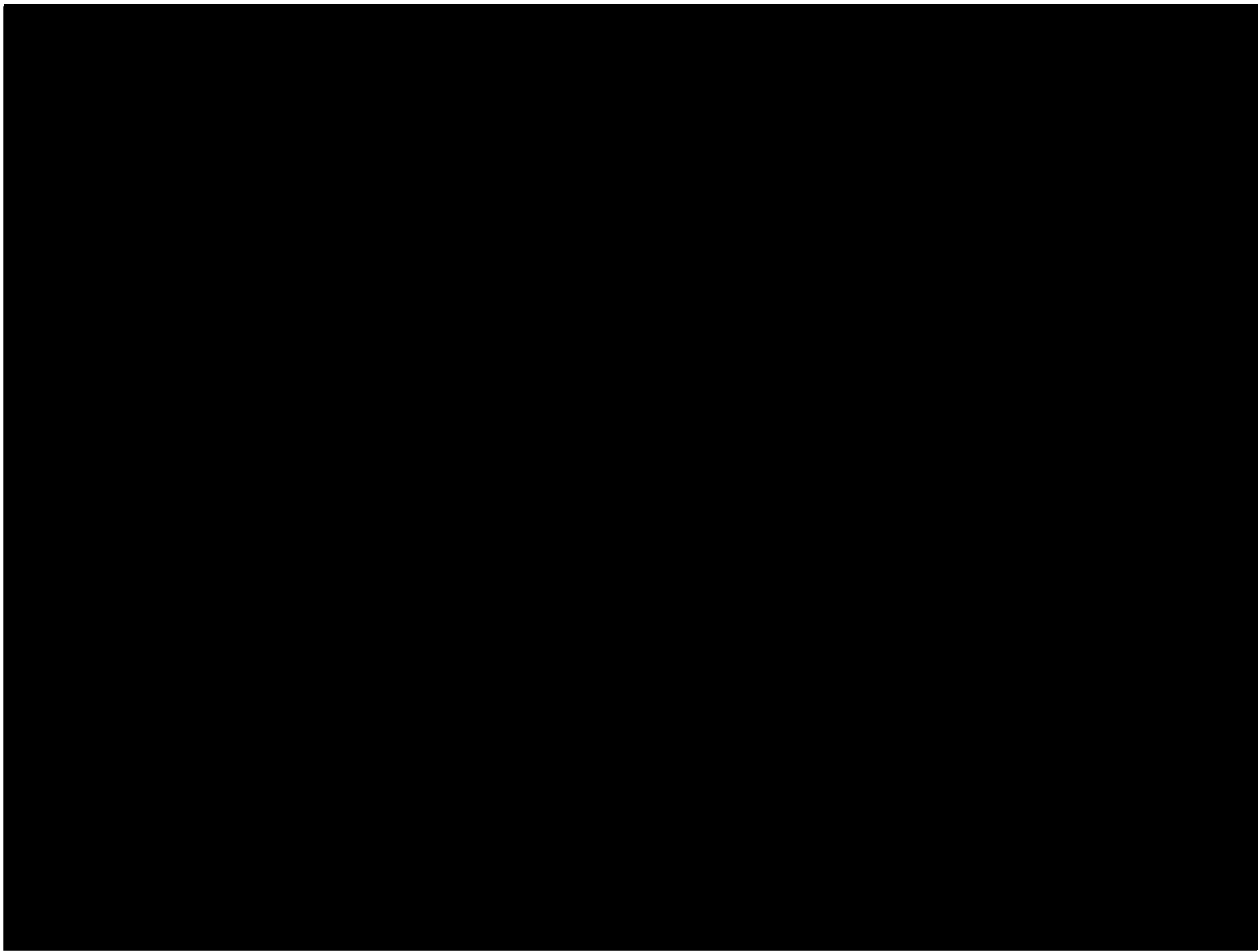
[Redacted]

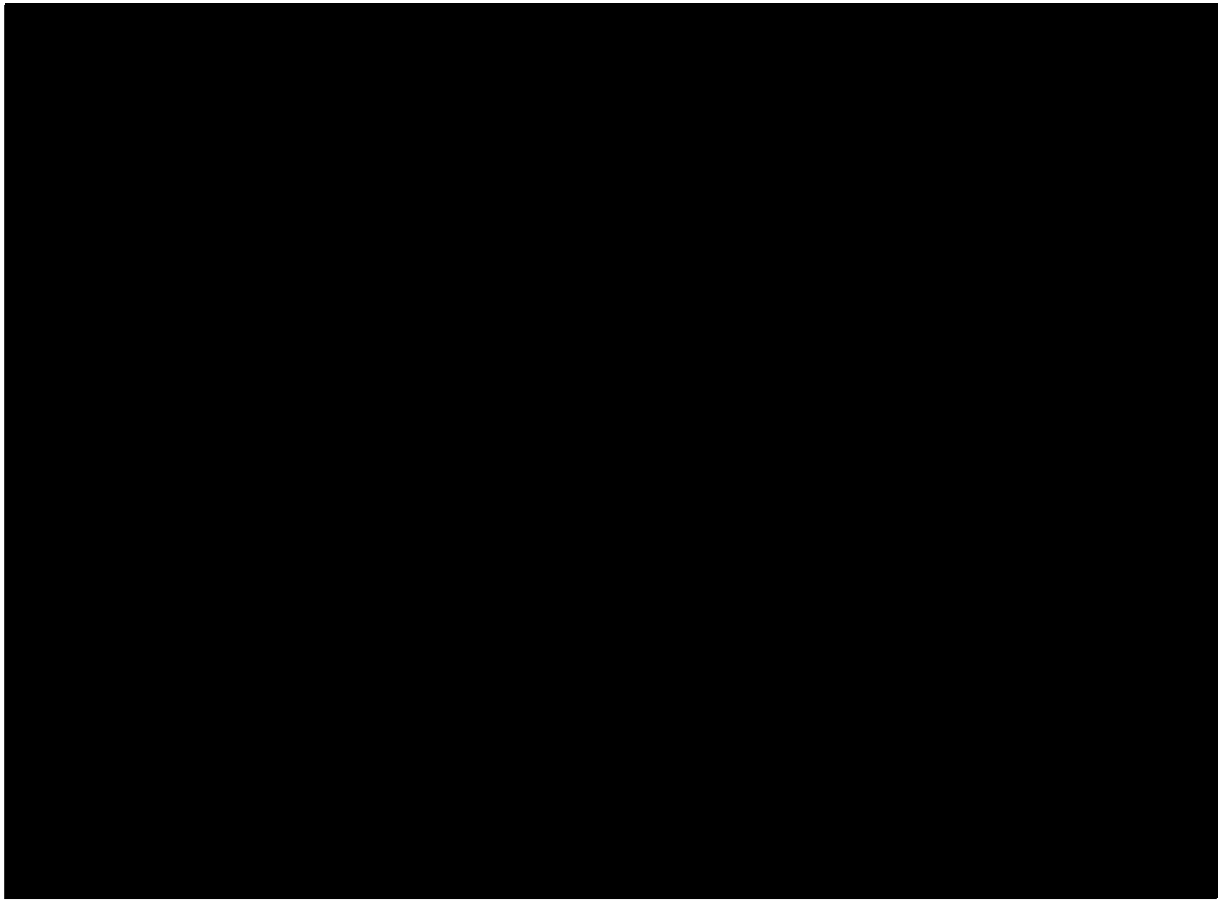
[Redacted]

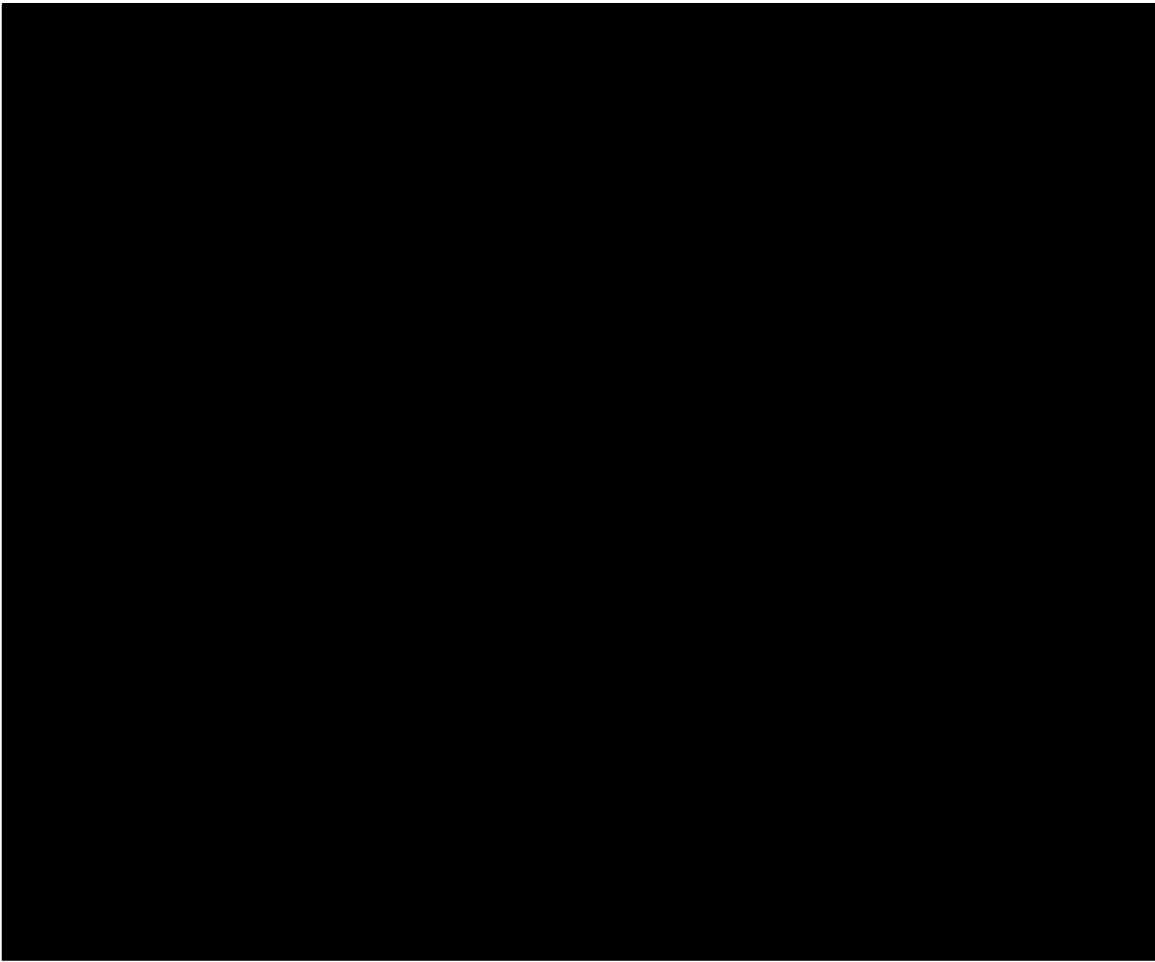
Design Direction





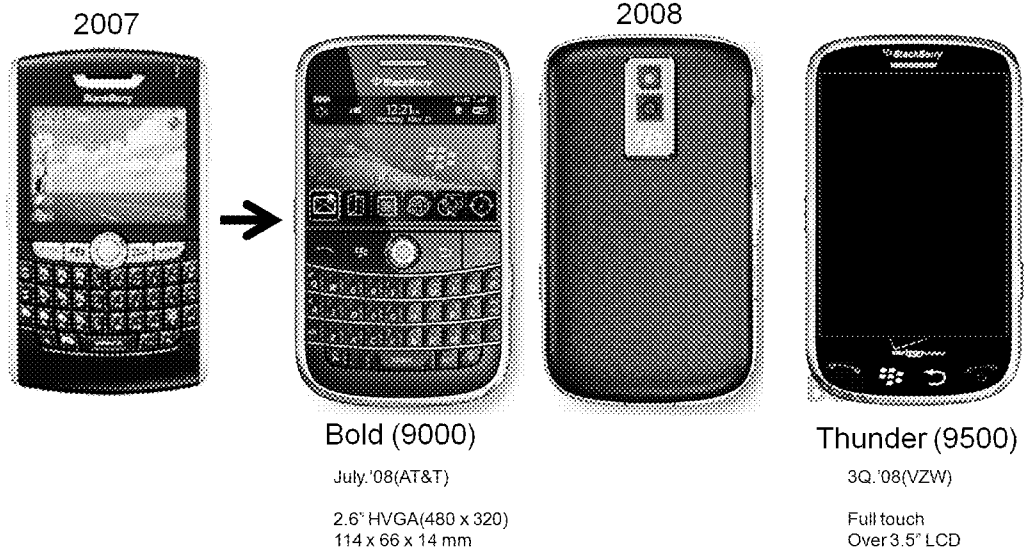








Style-driven Market



Style-driven Market

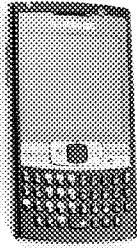


Diamond

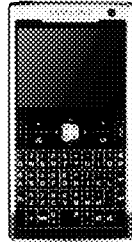
4Q '08

2.8" VGA(480 * 640)
Full Touch, WiFi

“Dry vs Sweet”

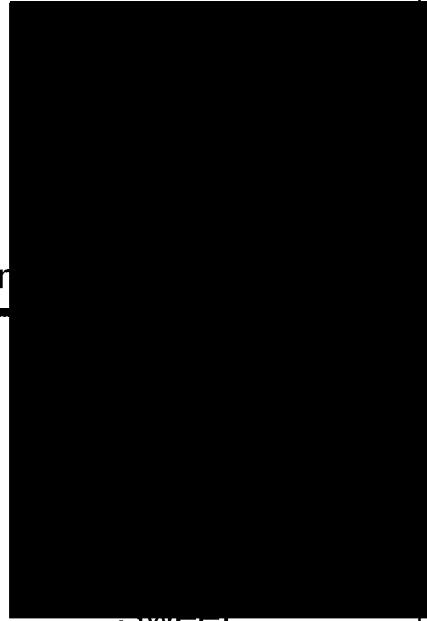


Dry

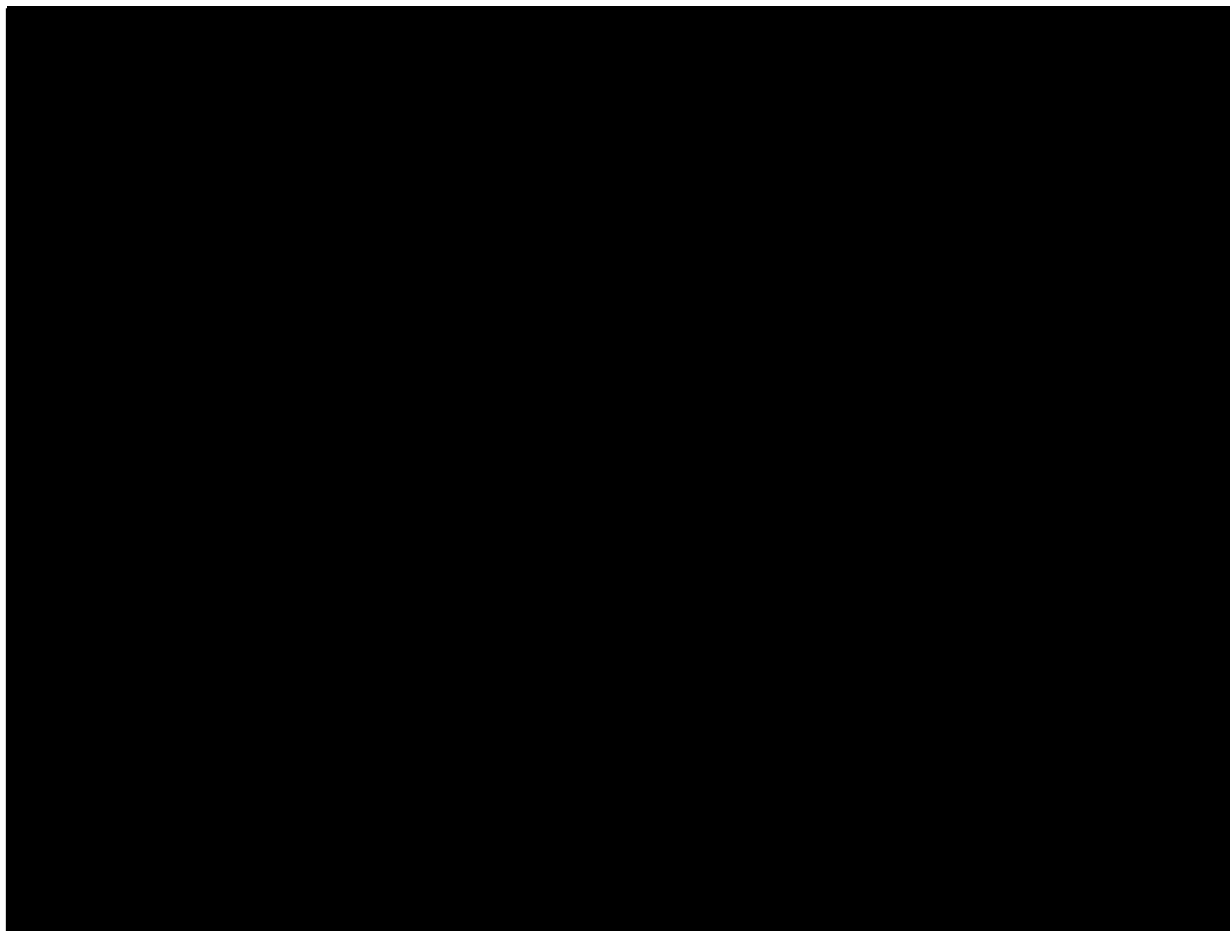


Still Dry

“Soft Dynar



Sweet



Biz Product Portfolio

**Biz
Messaging**

Full Touch Qwerty
Qwerty Bar
Qwerty Slide



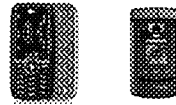
**Biz
Smartphone**

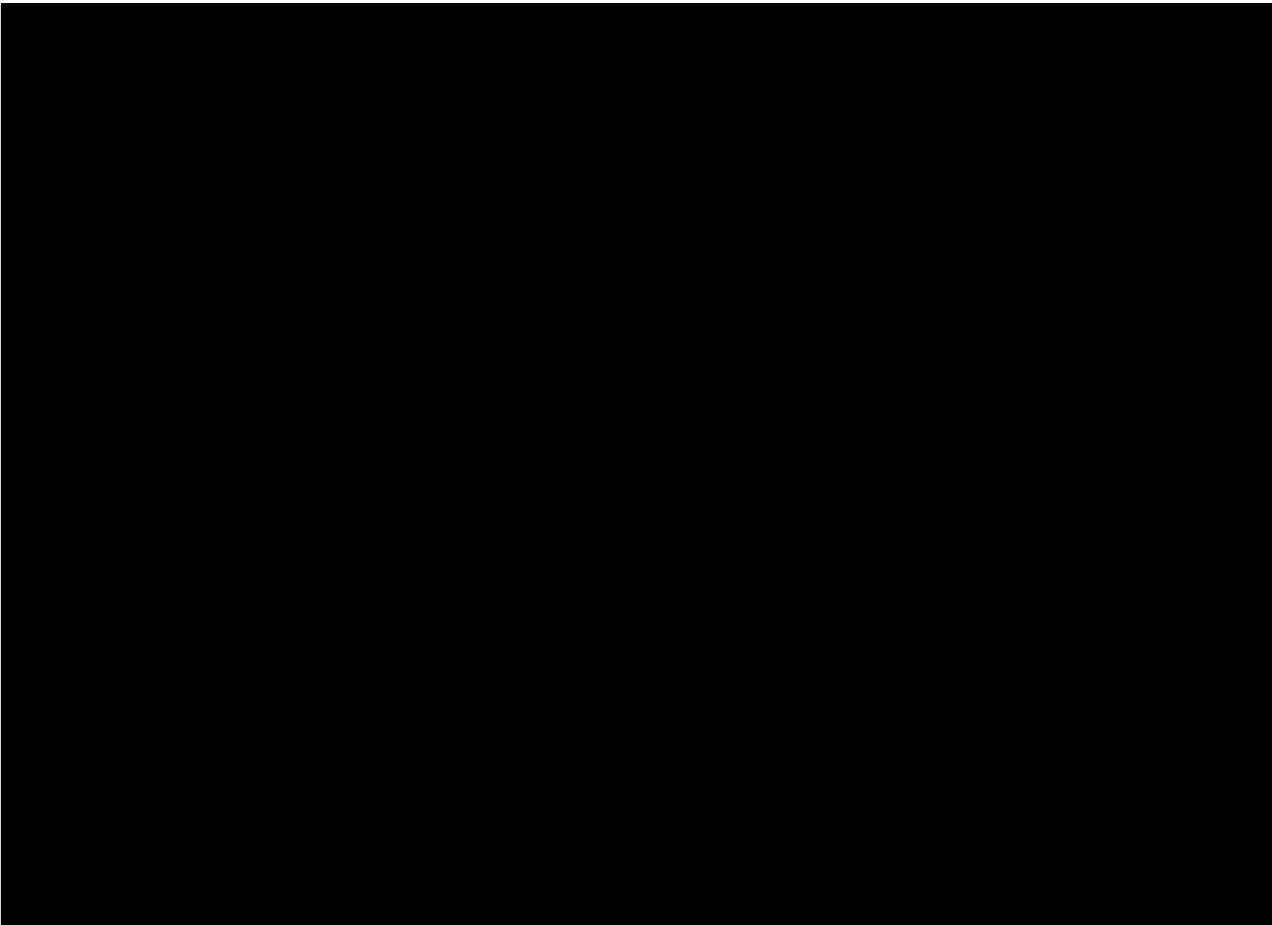
Smart Slide & Bar
Dual SIM Slide & Bar



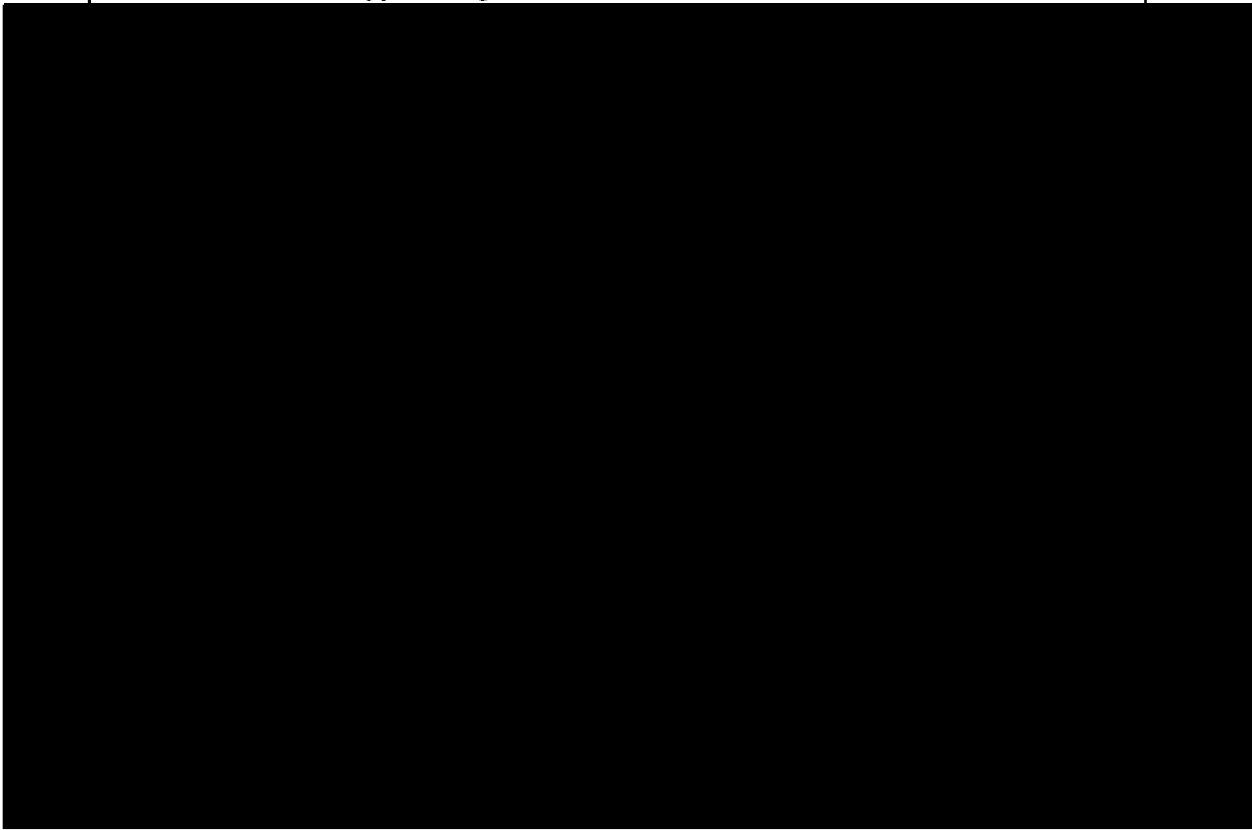
**Featured
Messaging**

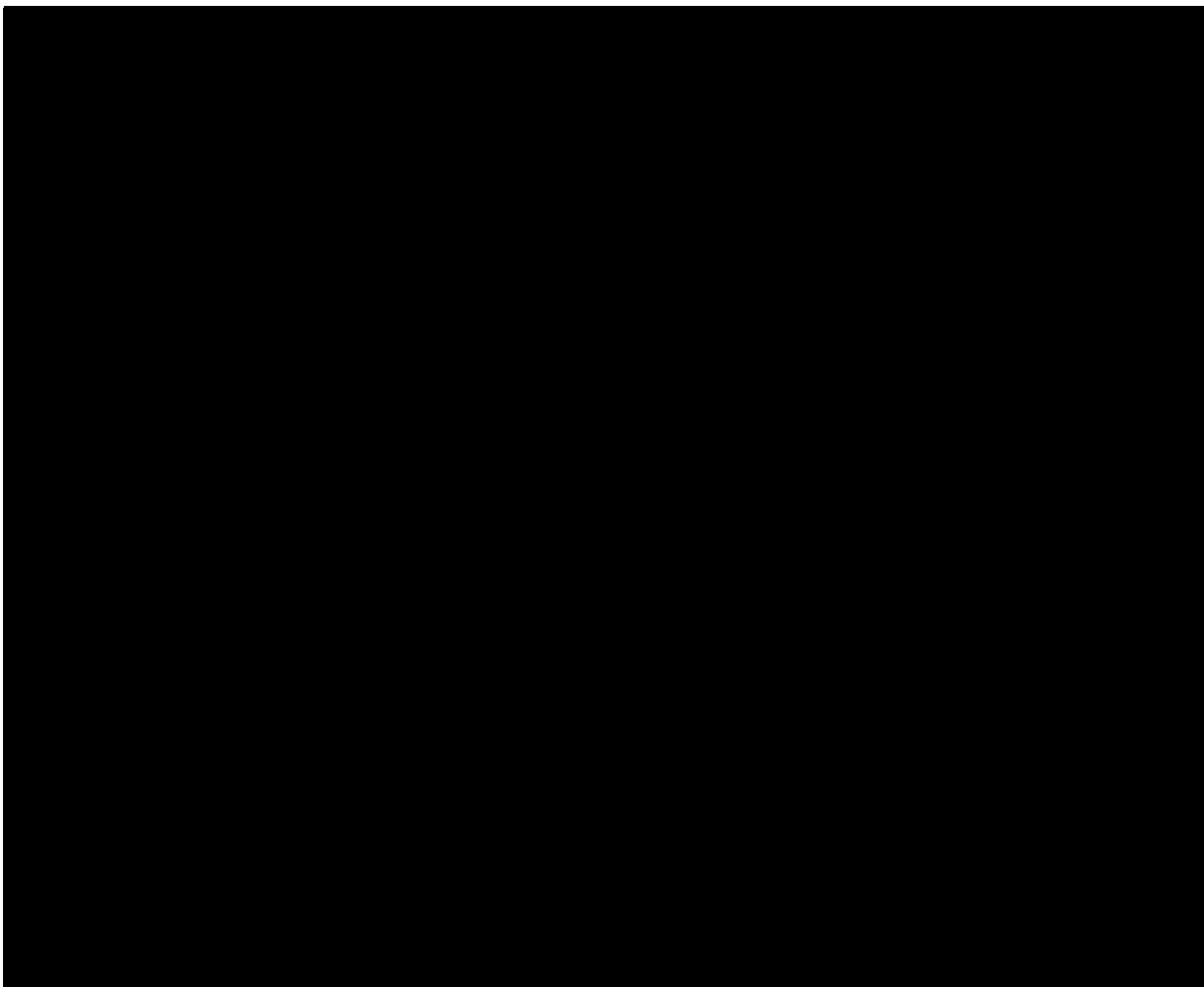
Mass Full Qwerty
Young messaging
New form factors





Full Touch Qwerty



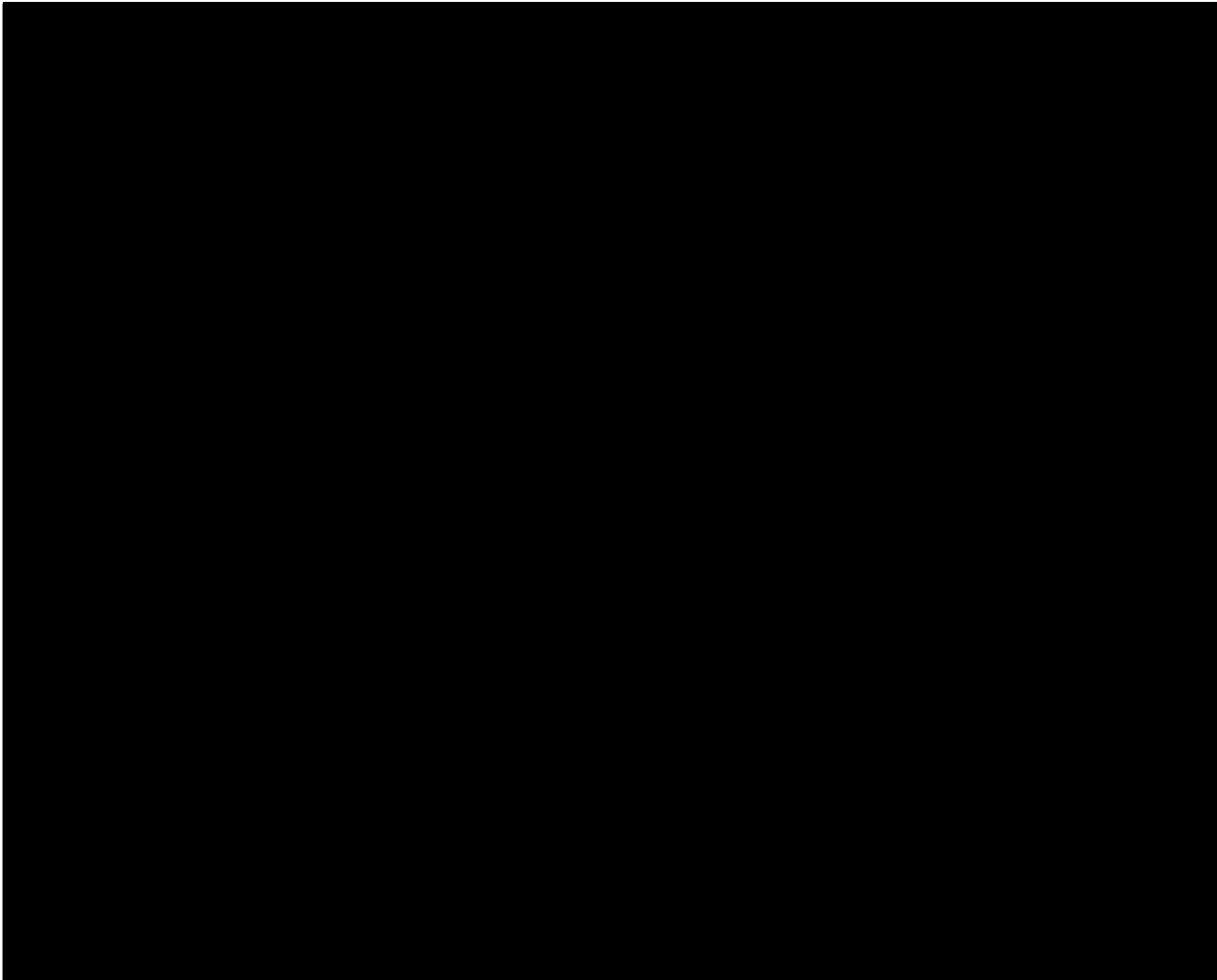




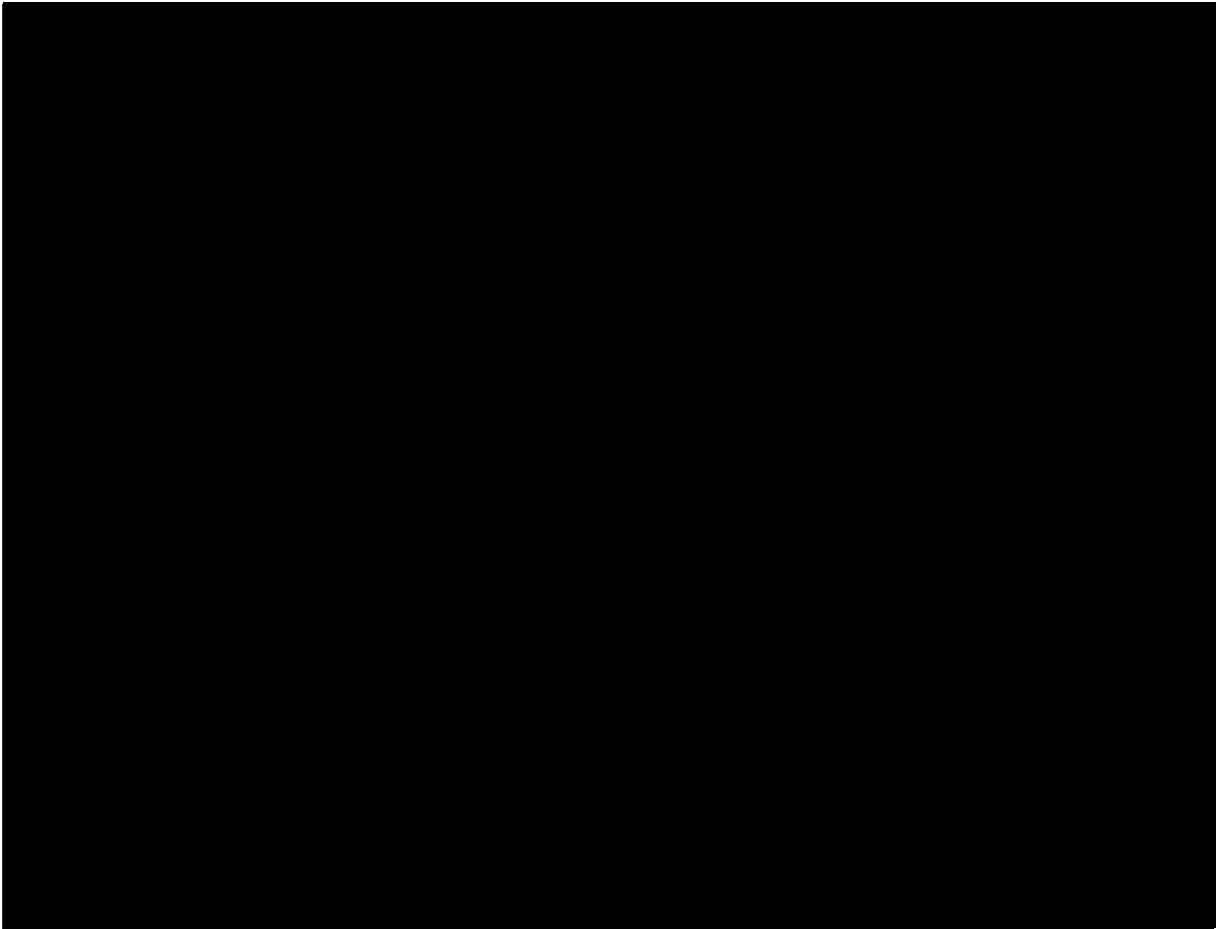
QWERTY Bar

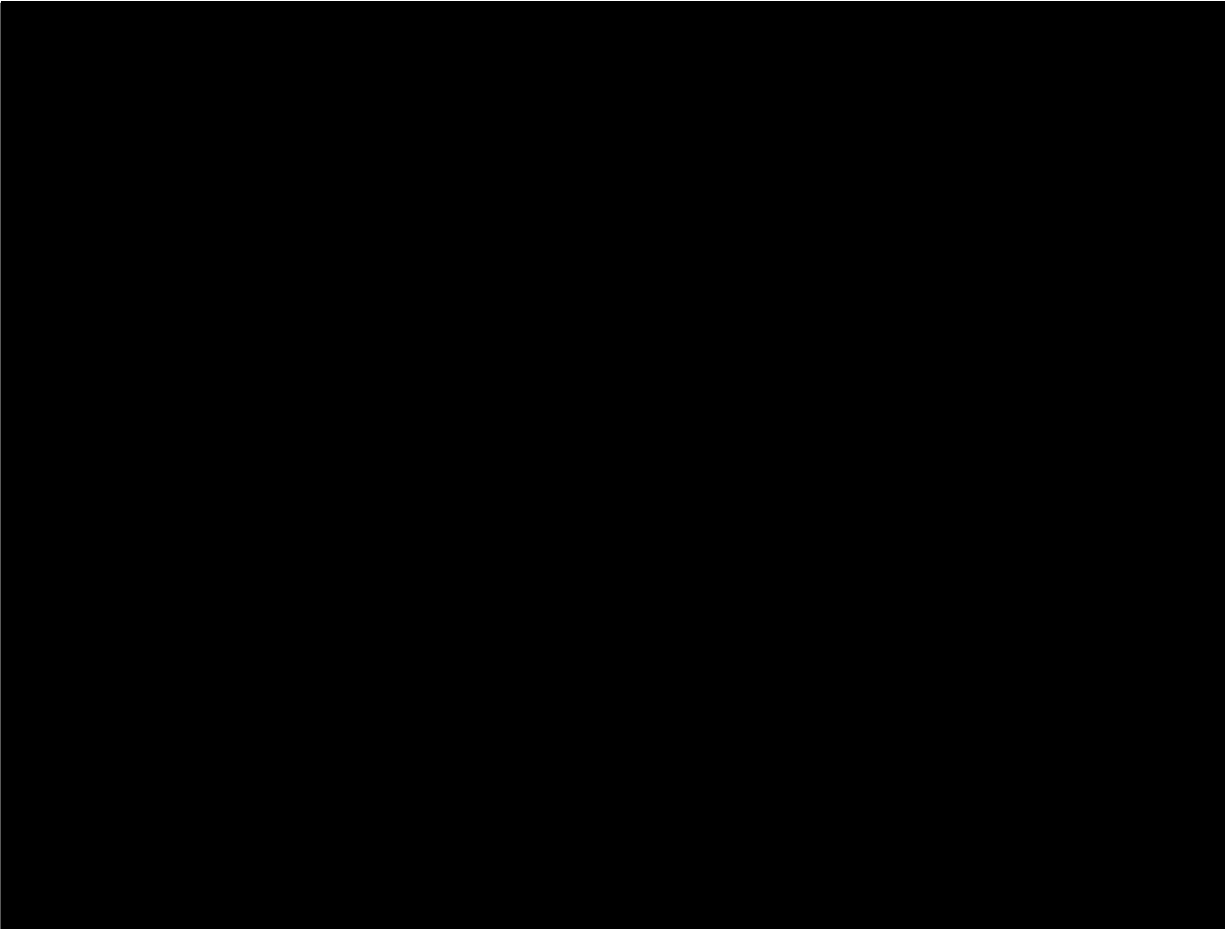
The next generation of 

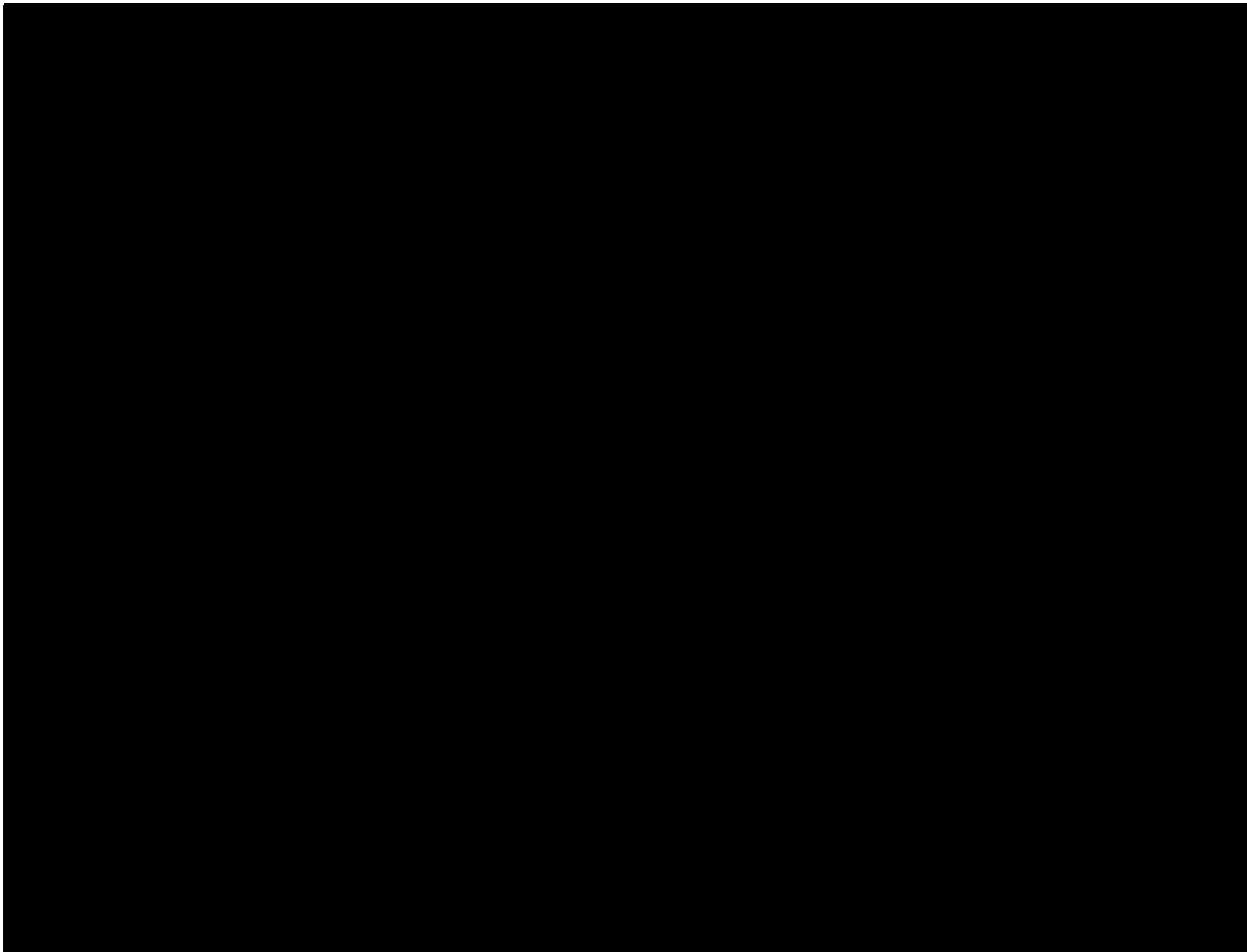


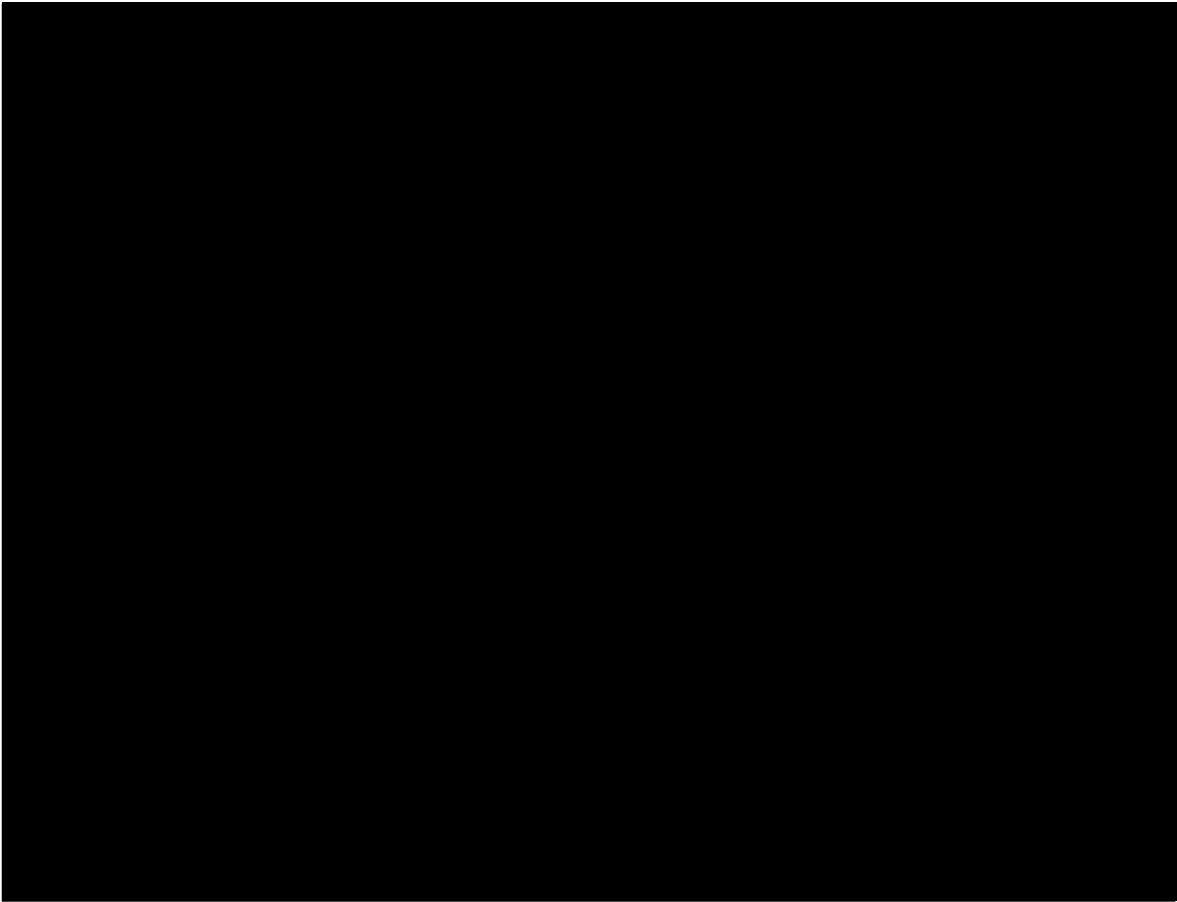


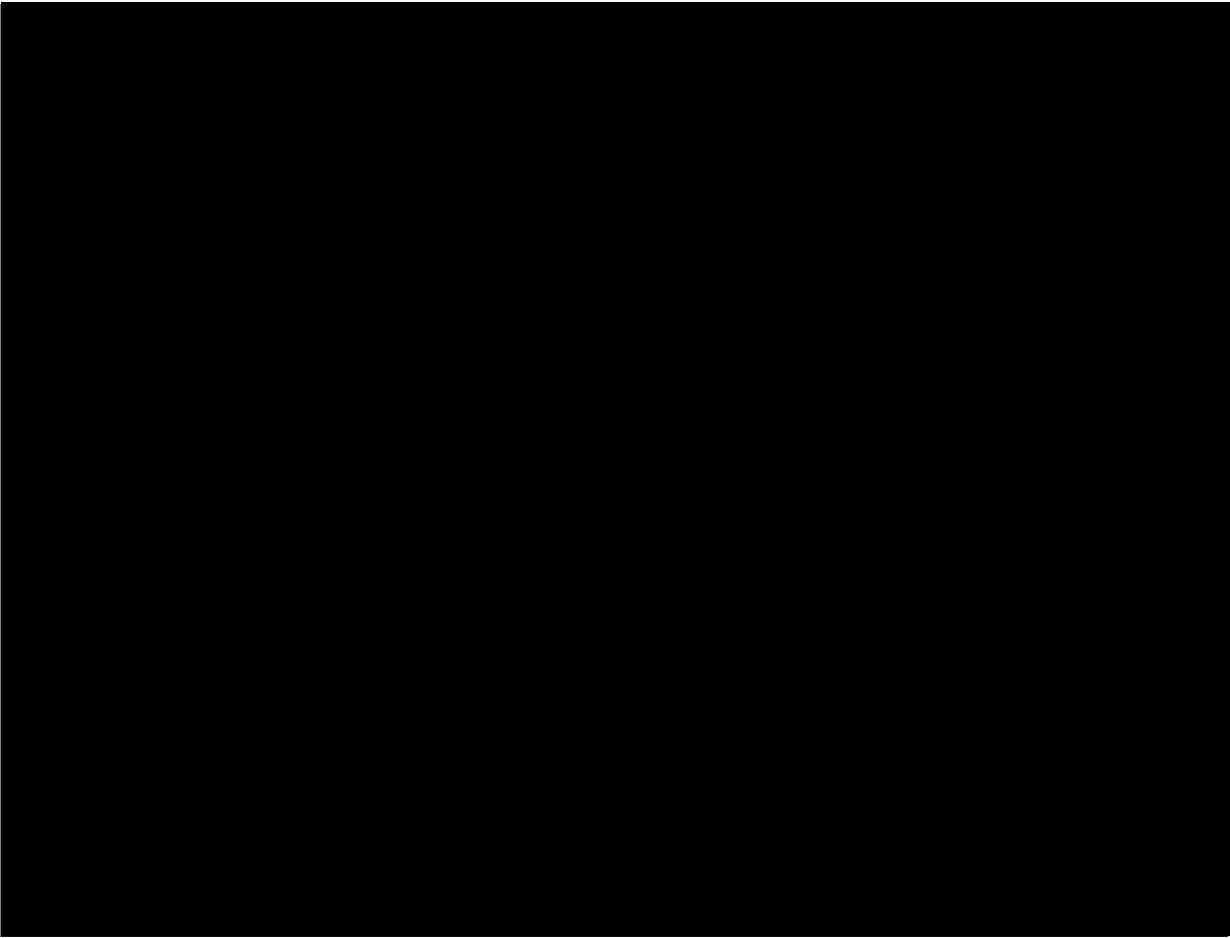






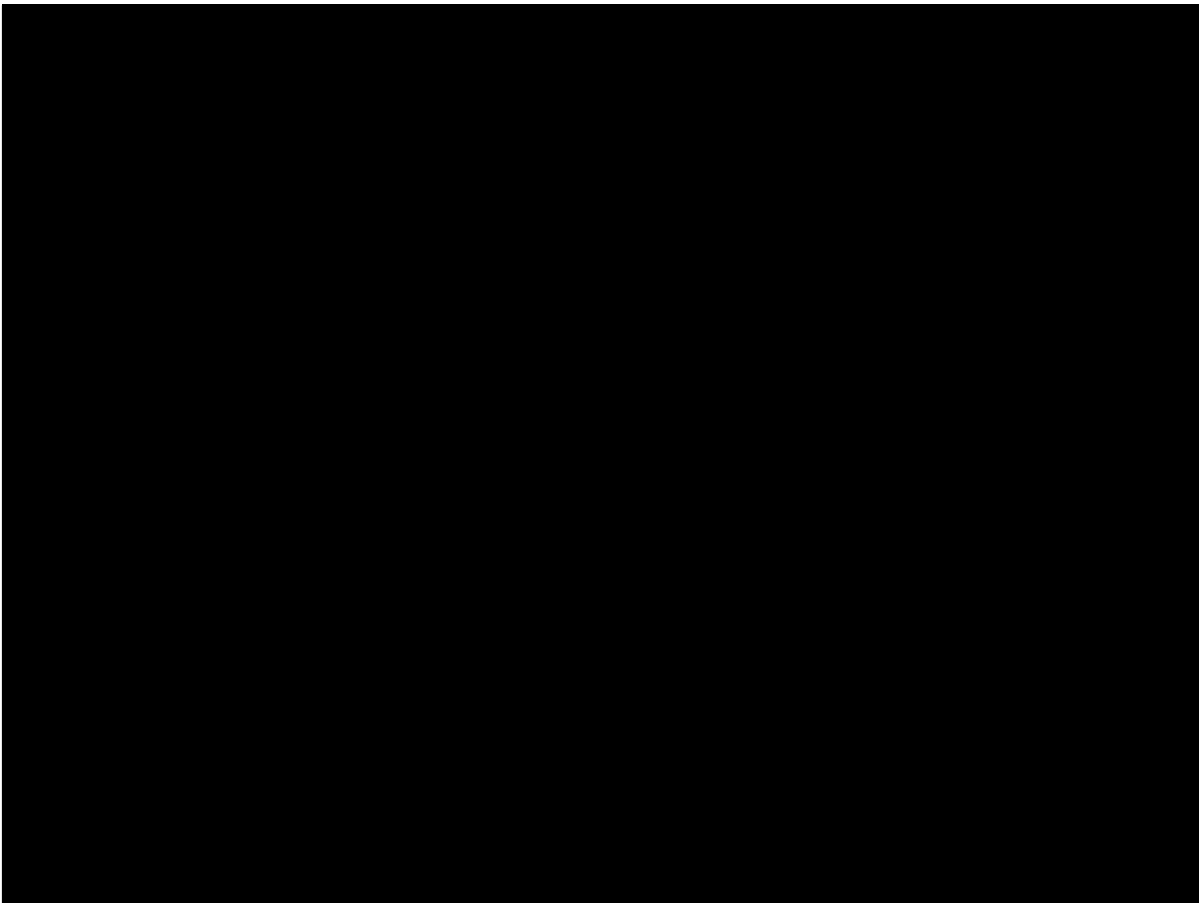


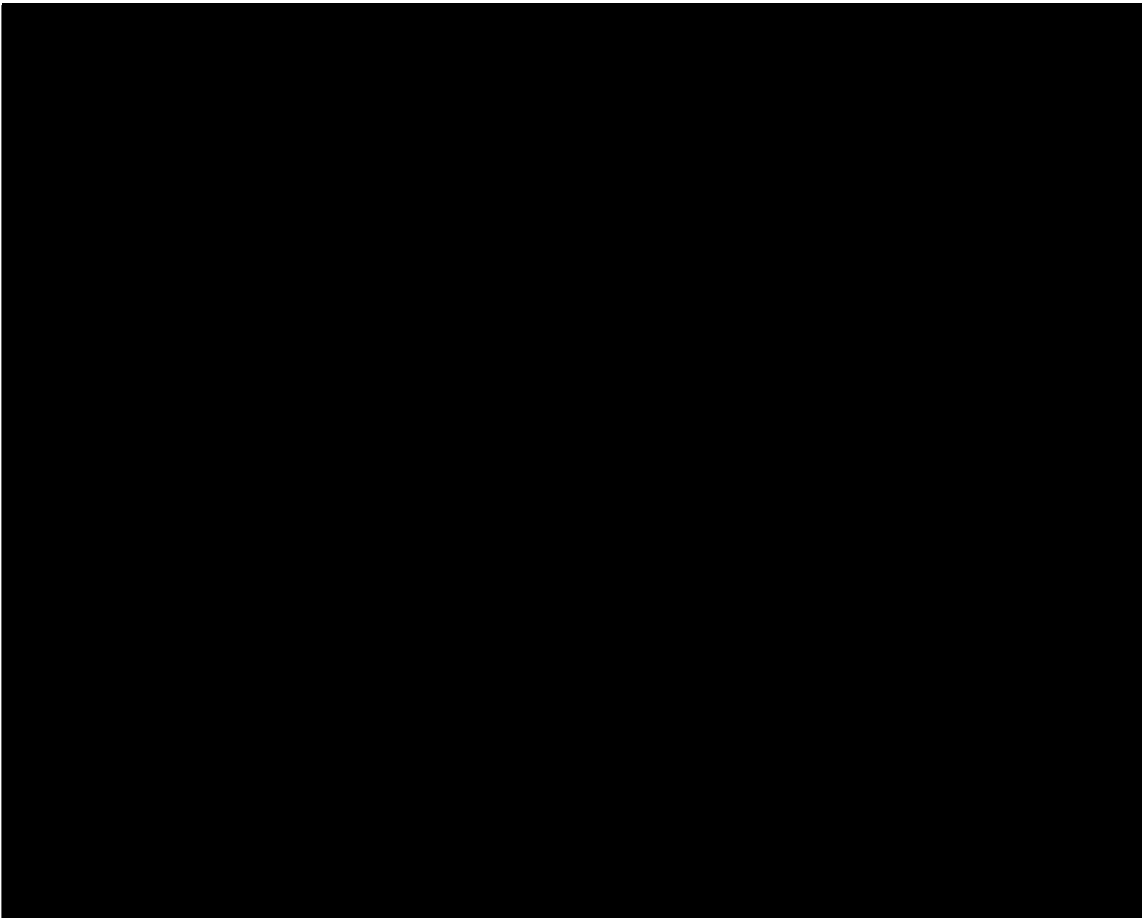


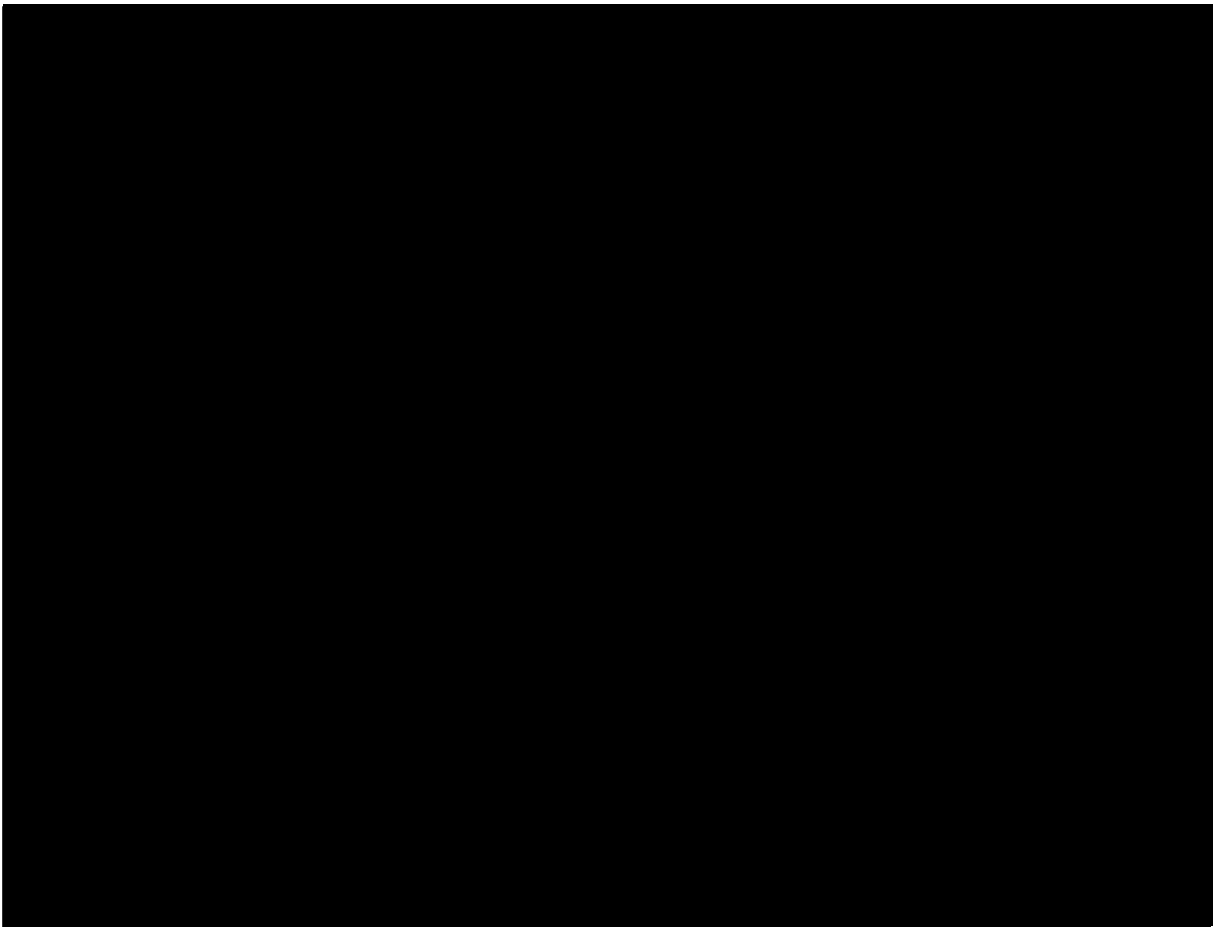


QWERTY Slide

The next generation of [REDACTED]

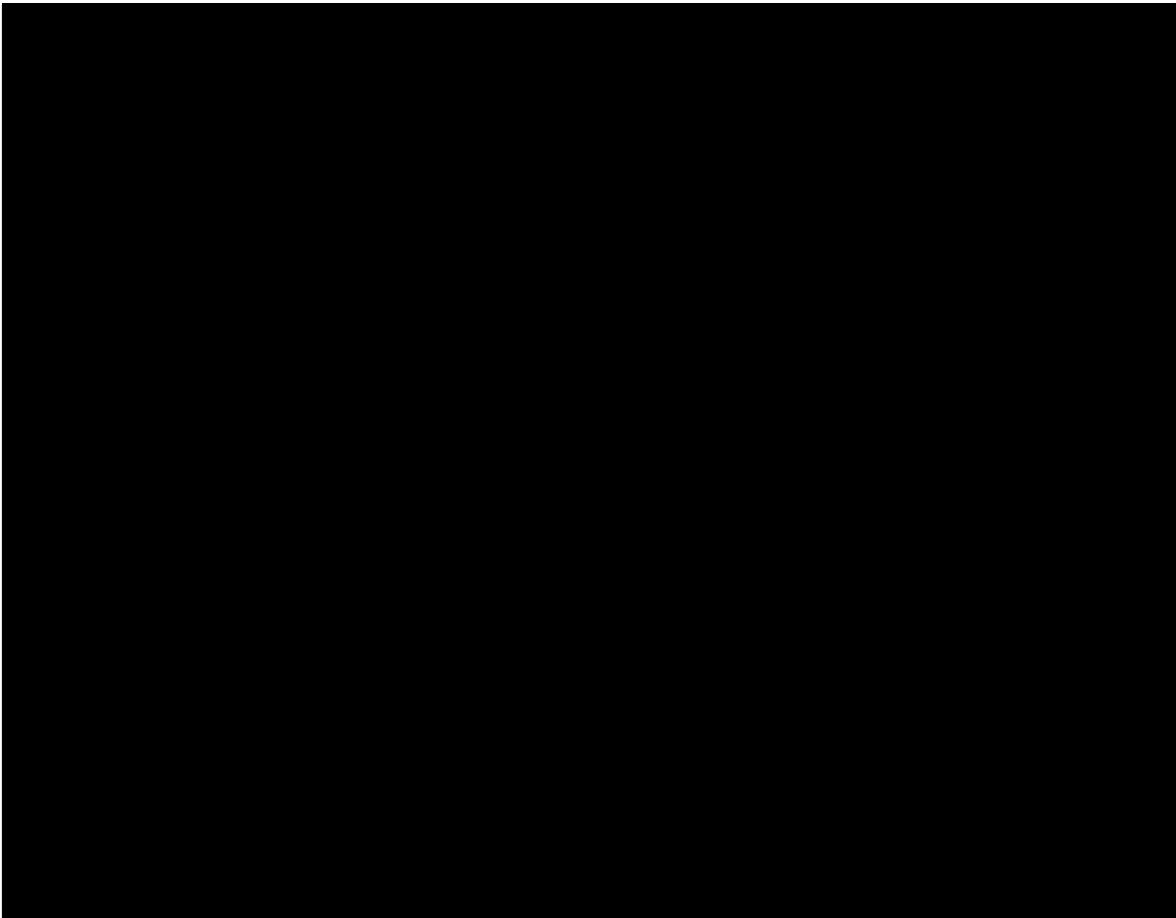




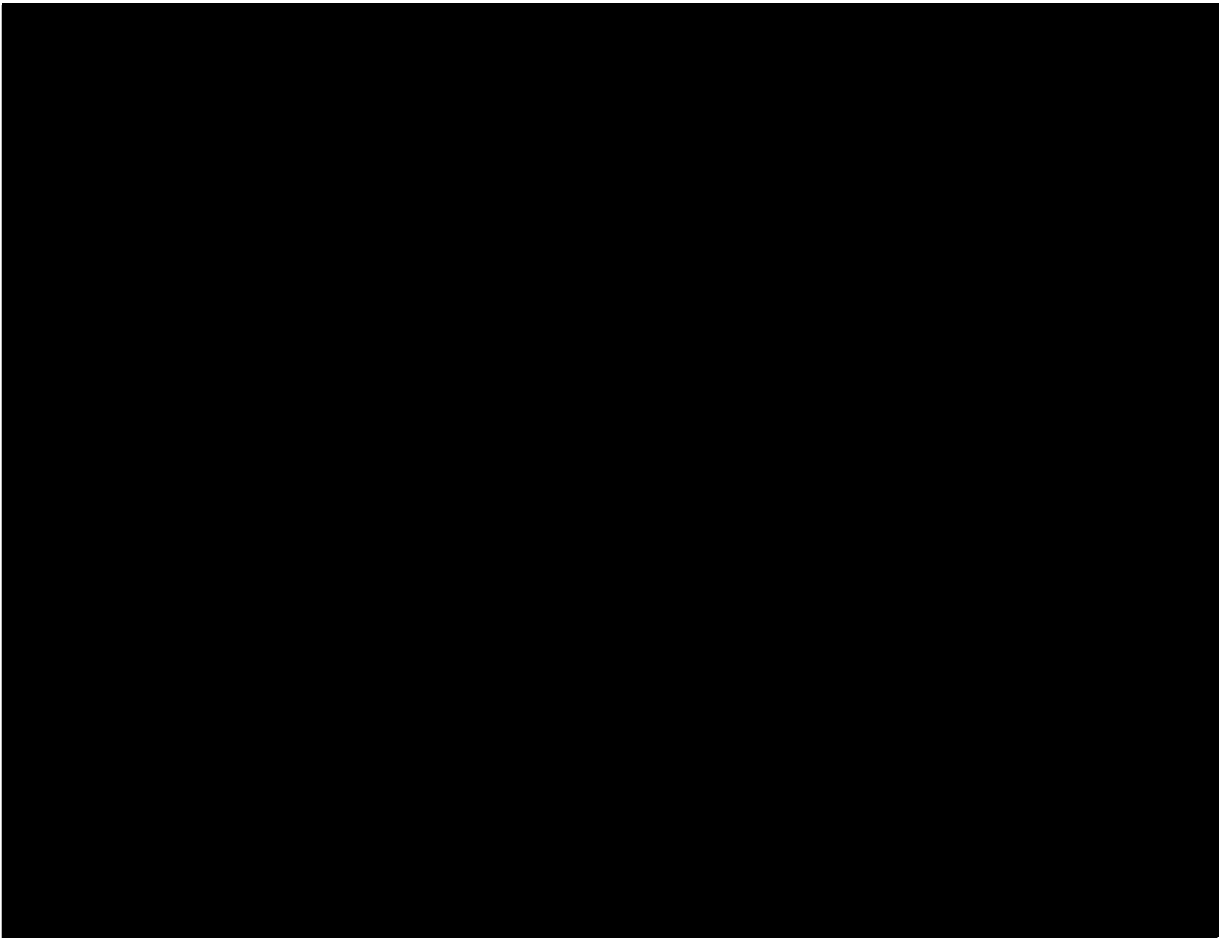


BIZ Smart phones

New images for [REDACTED]

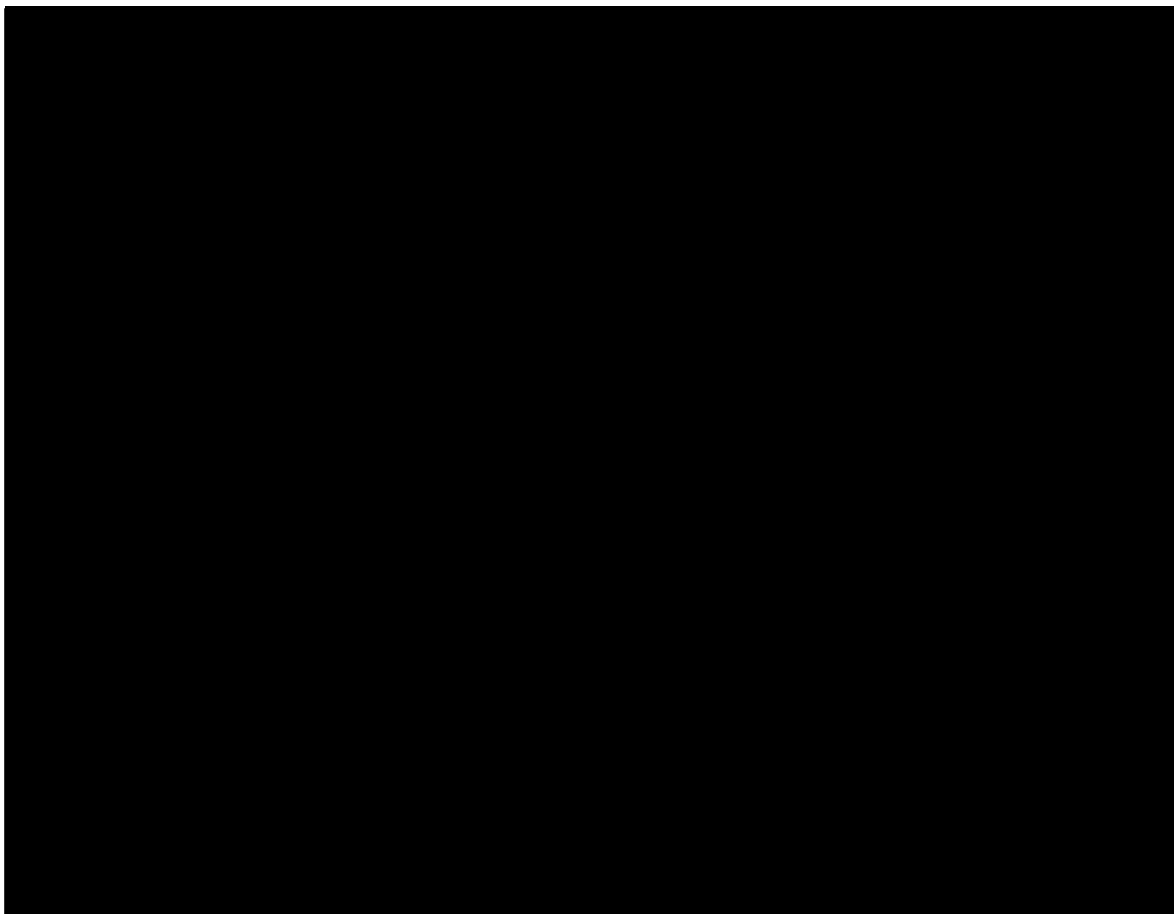


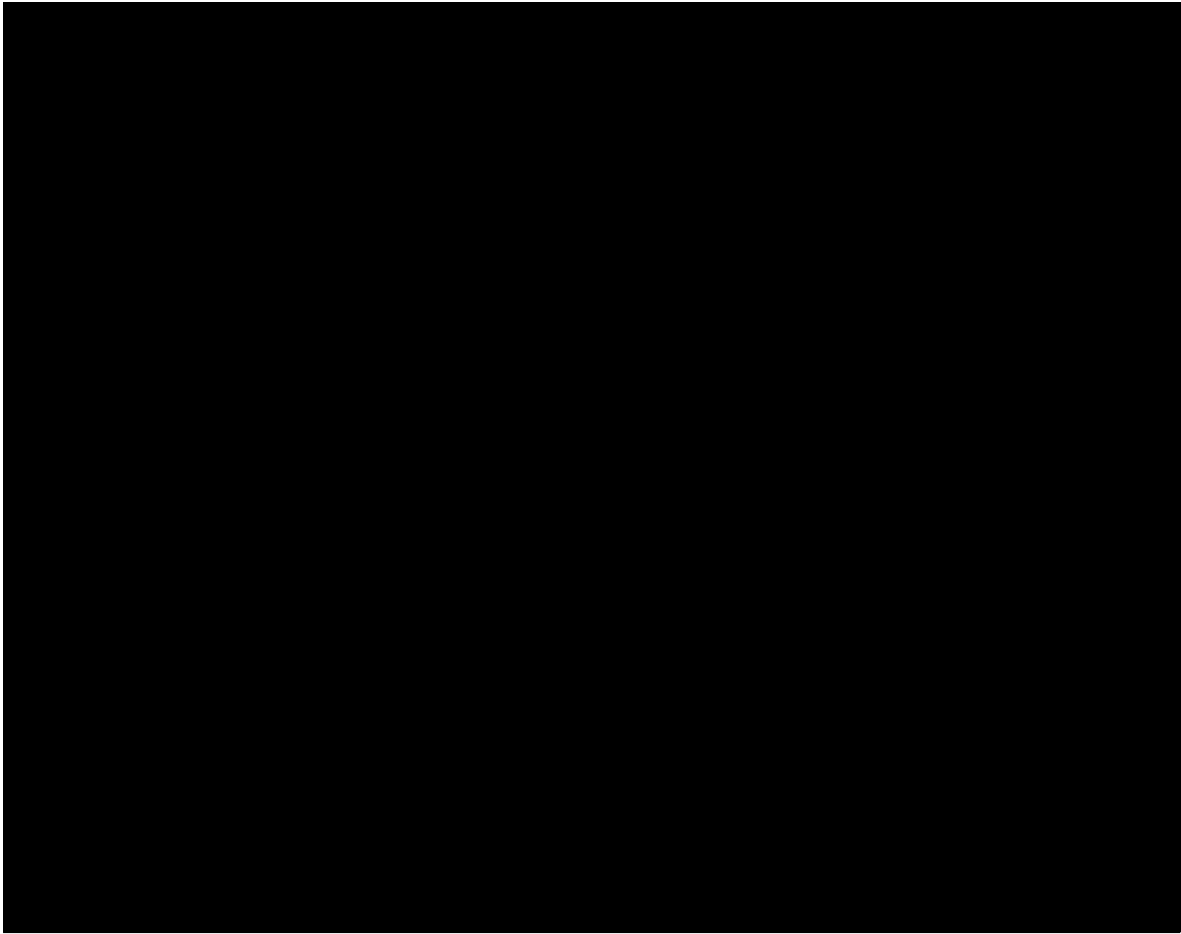






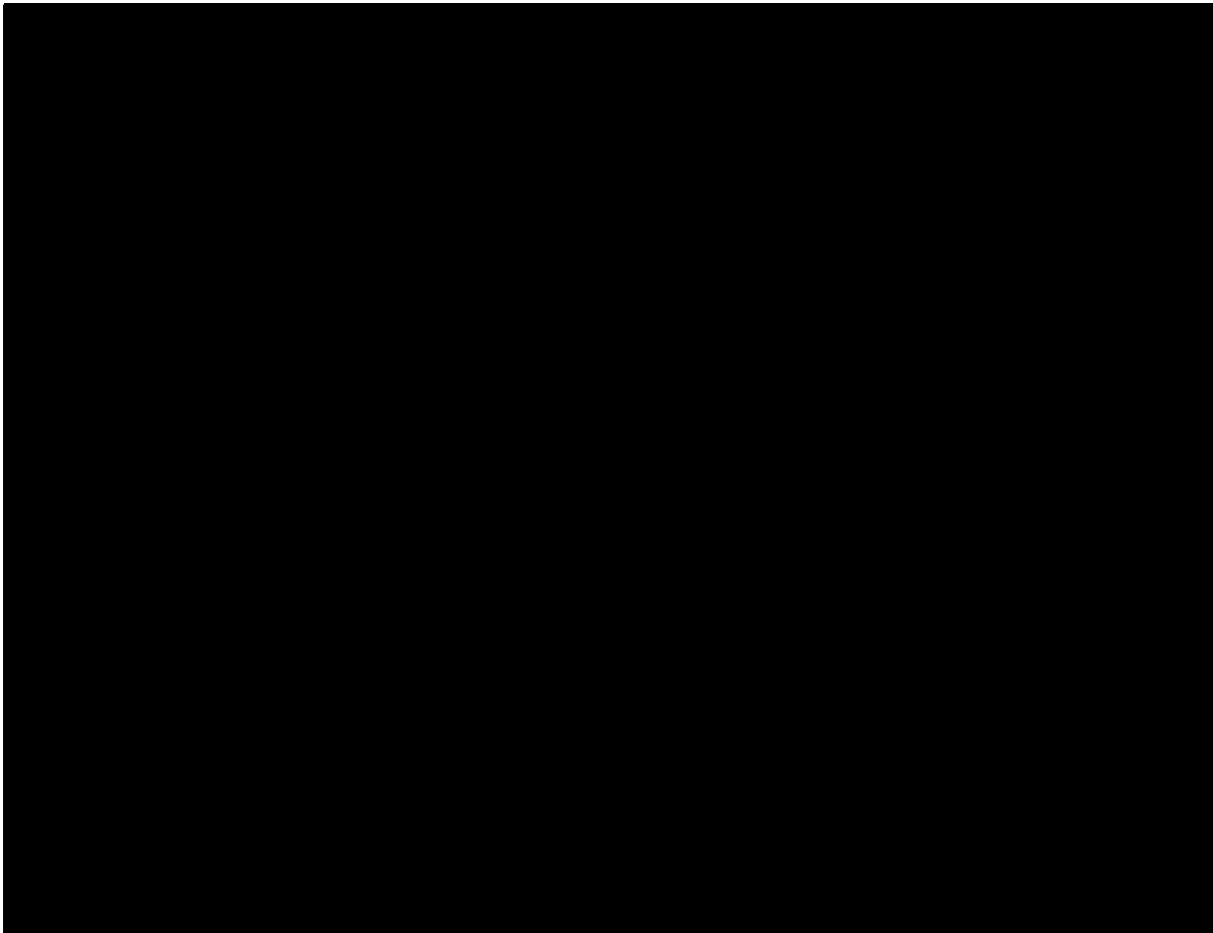


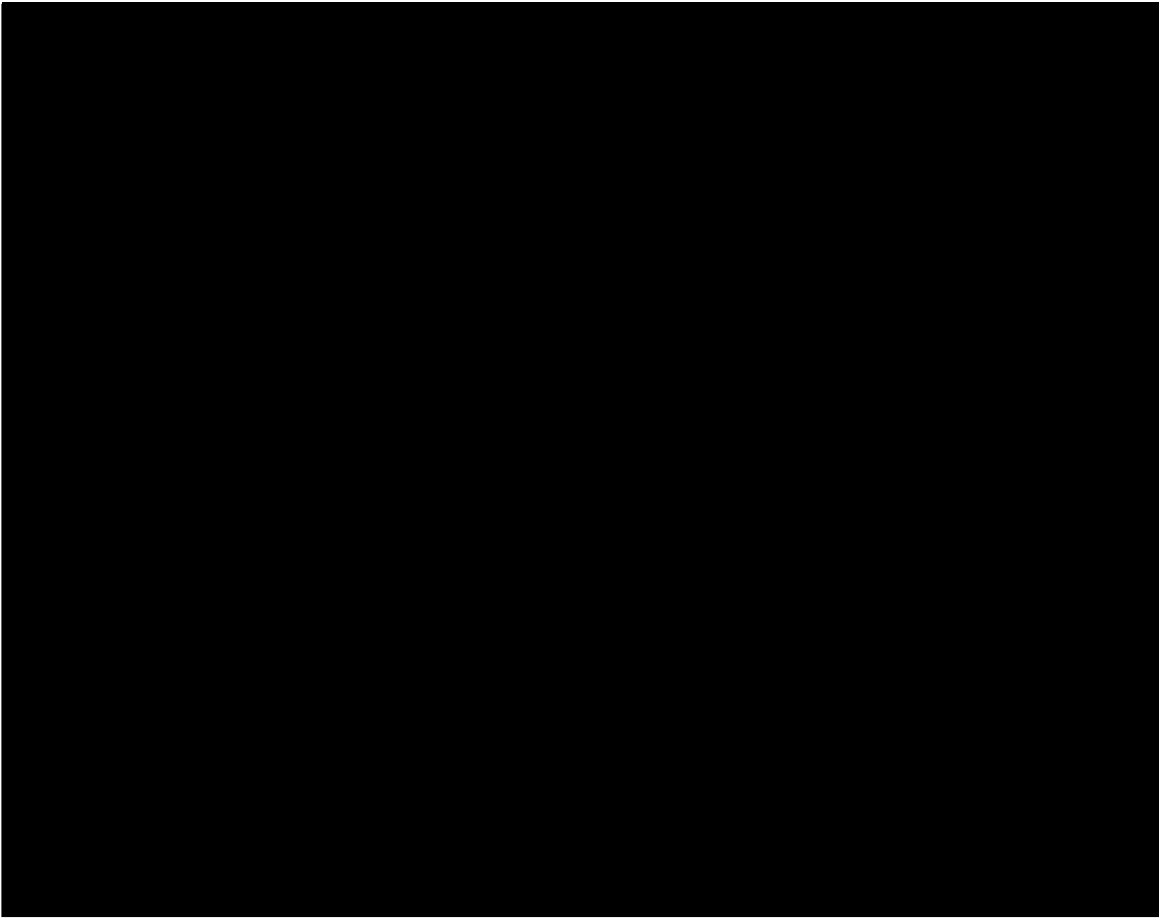


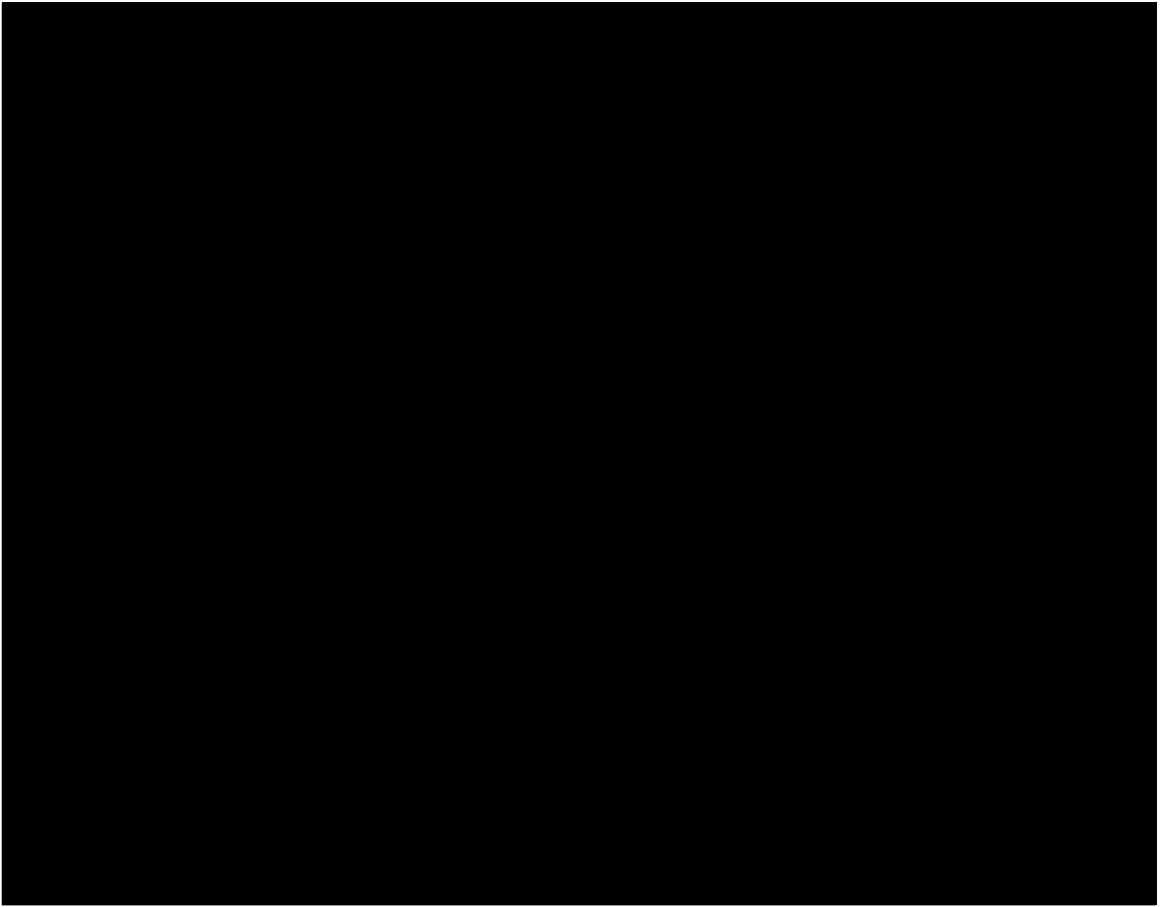


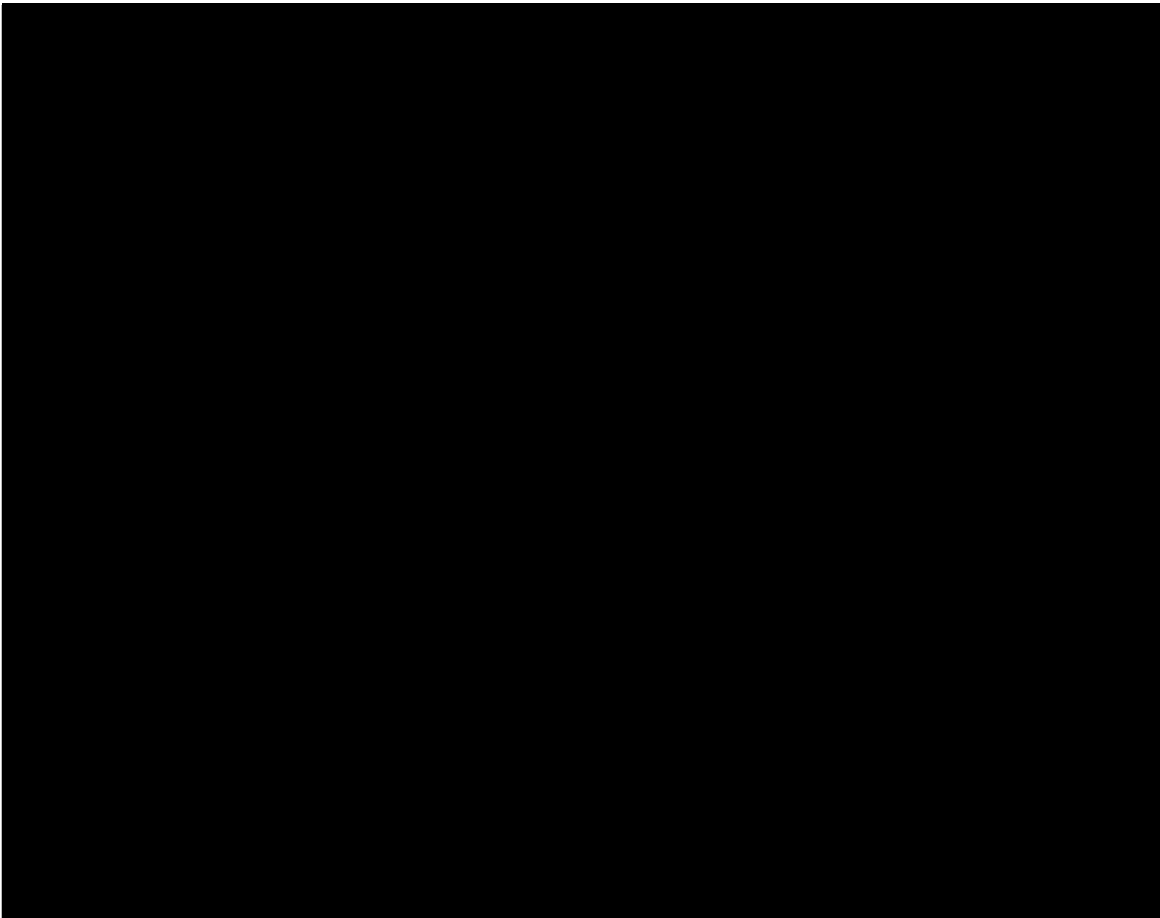
Dual SIM Phones

Making Unique [REDACTED]





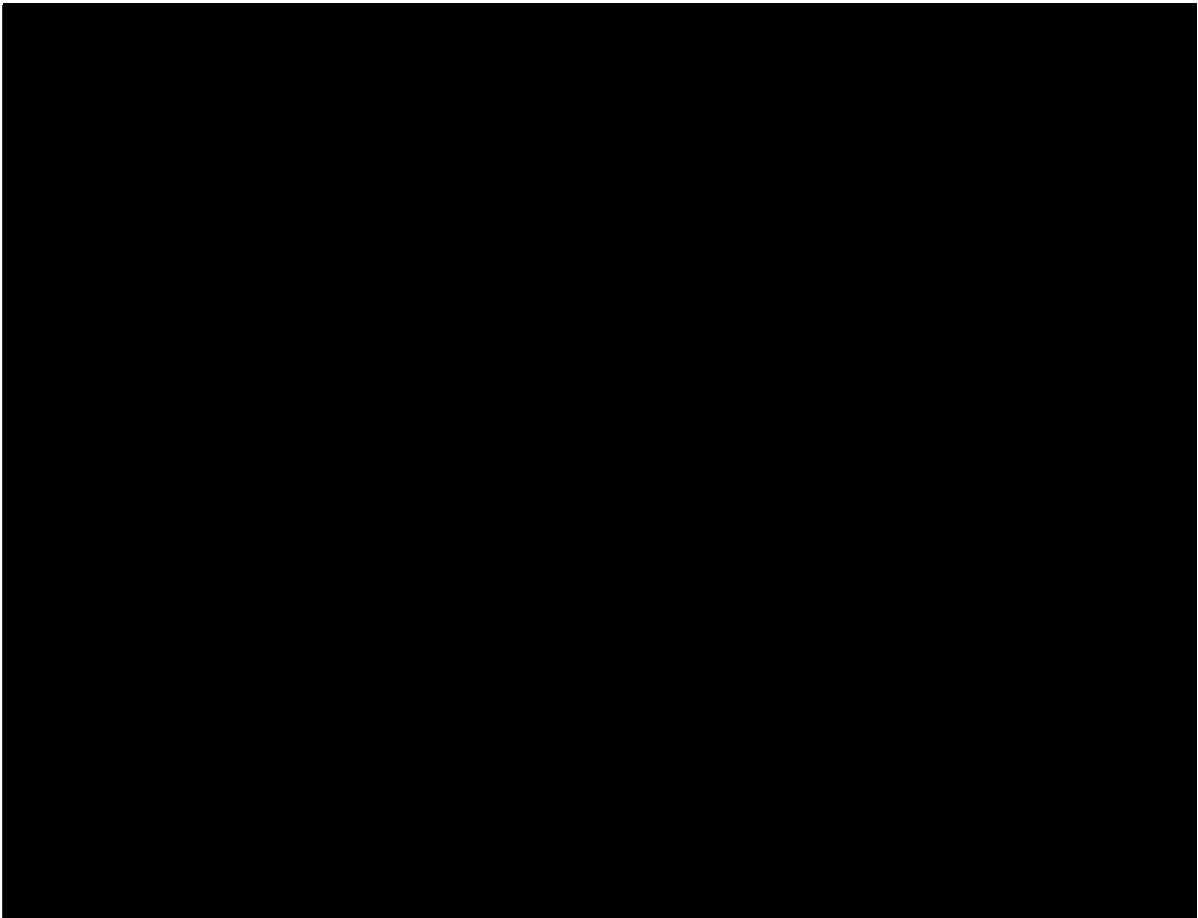


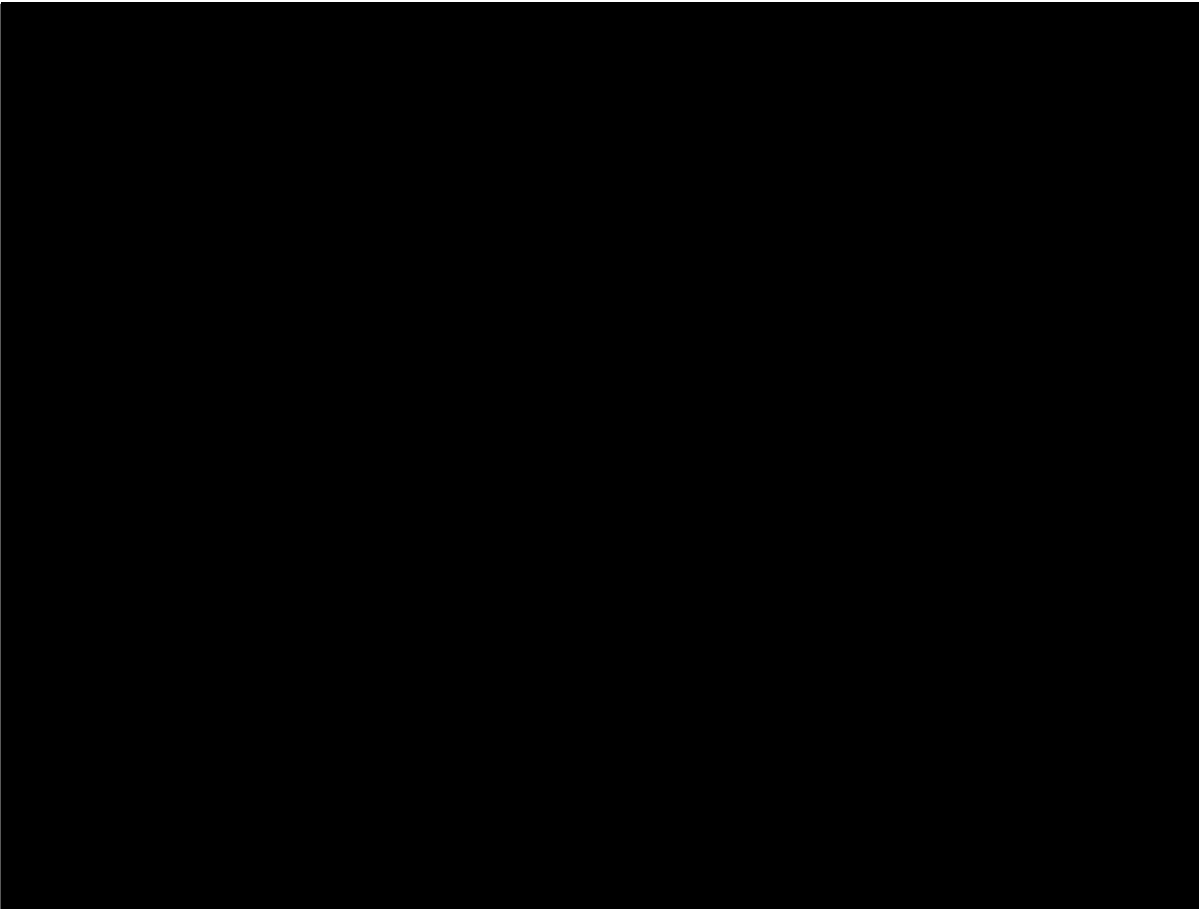


Featured Messaging

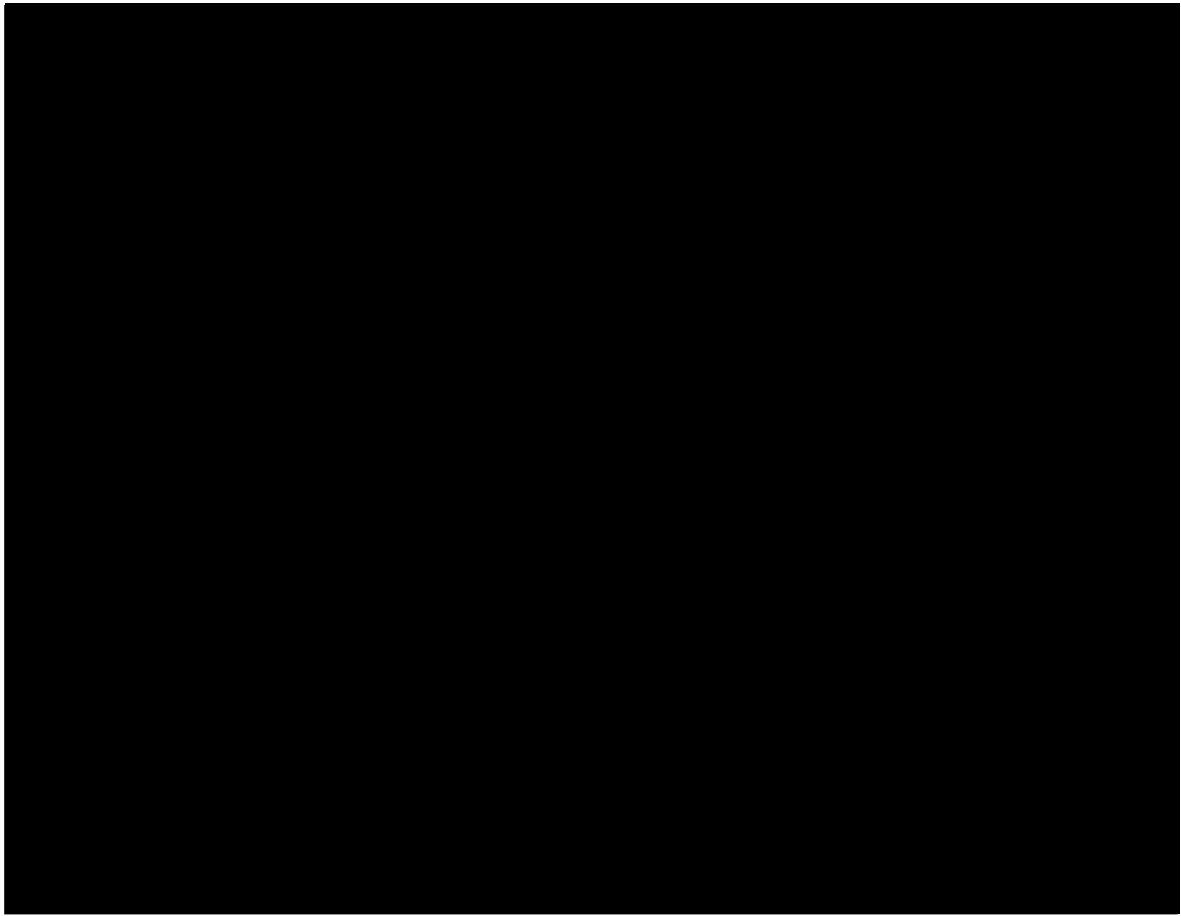
New form factors as SAMSUNG's killer Devices '09

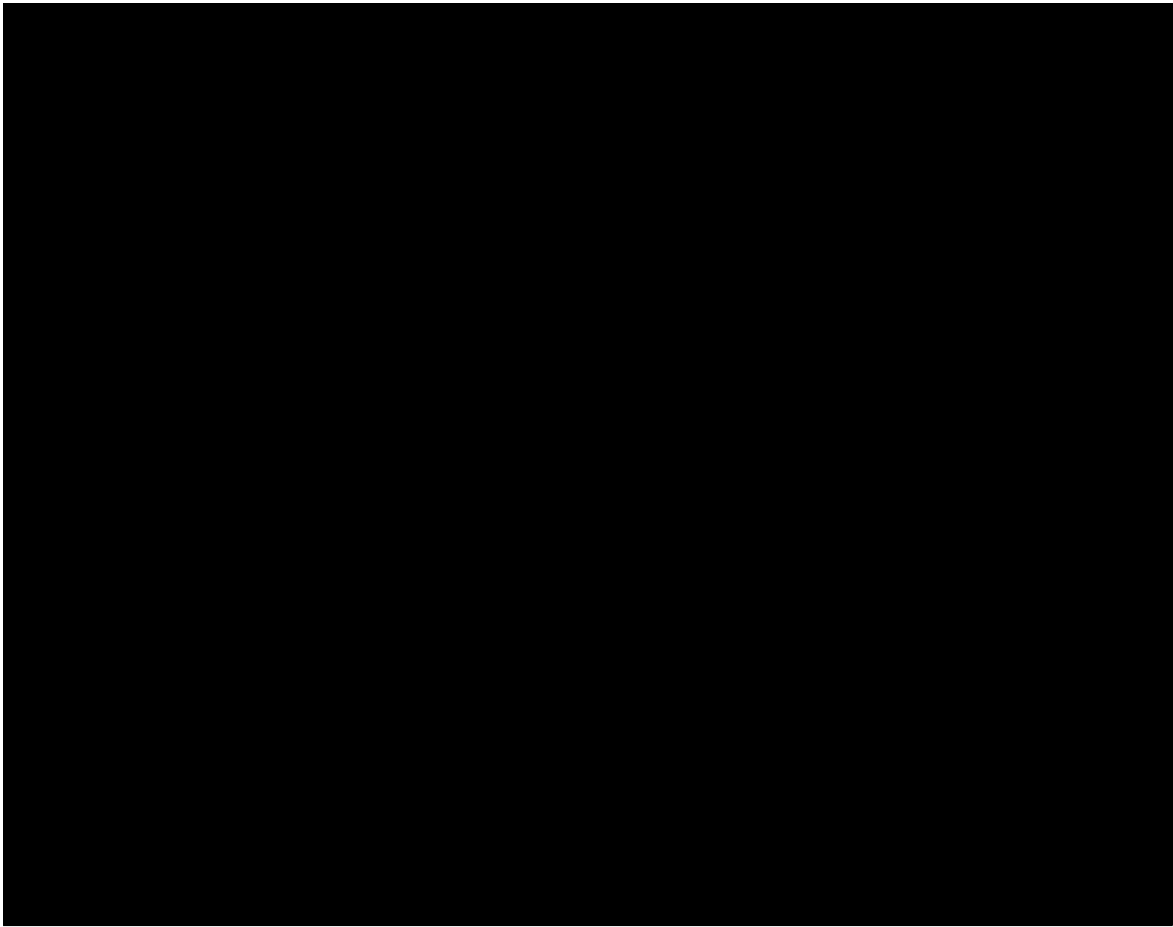


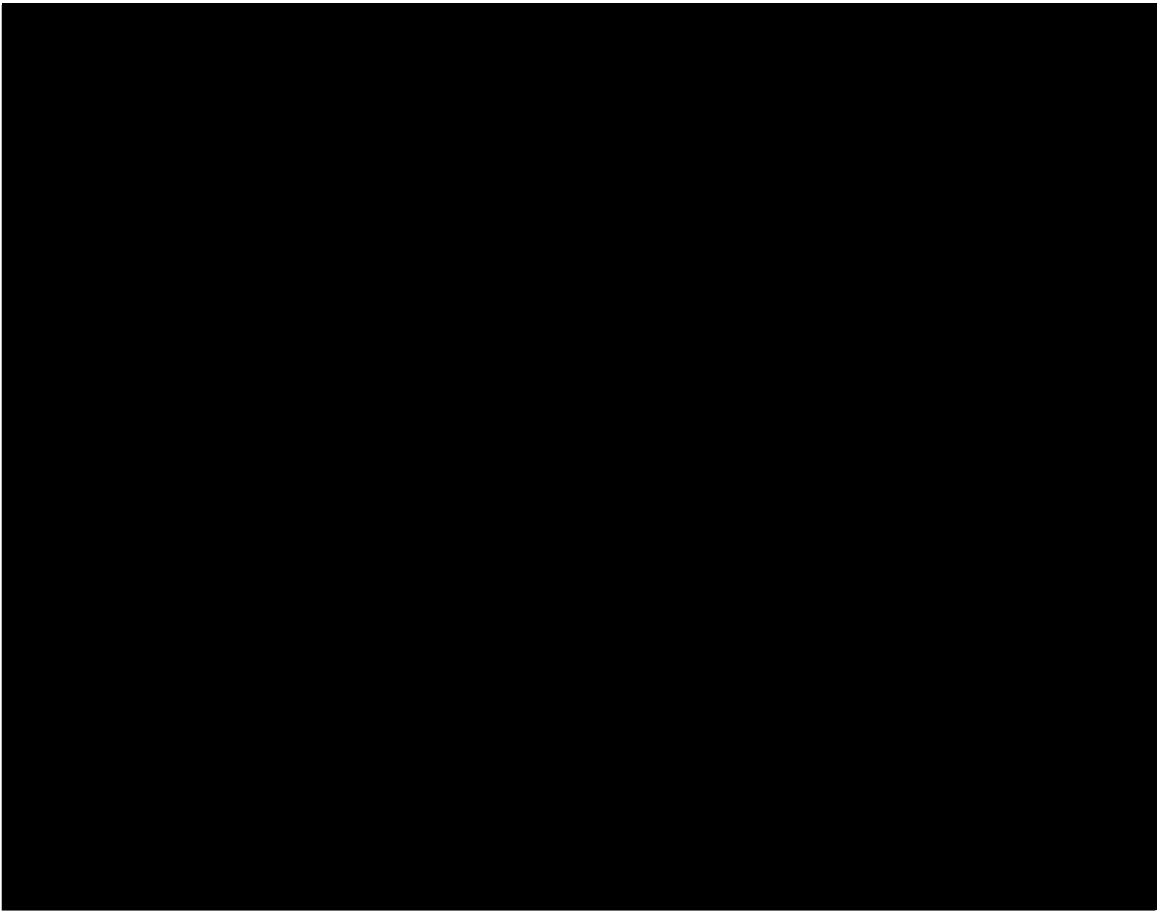


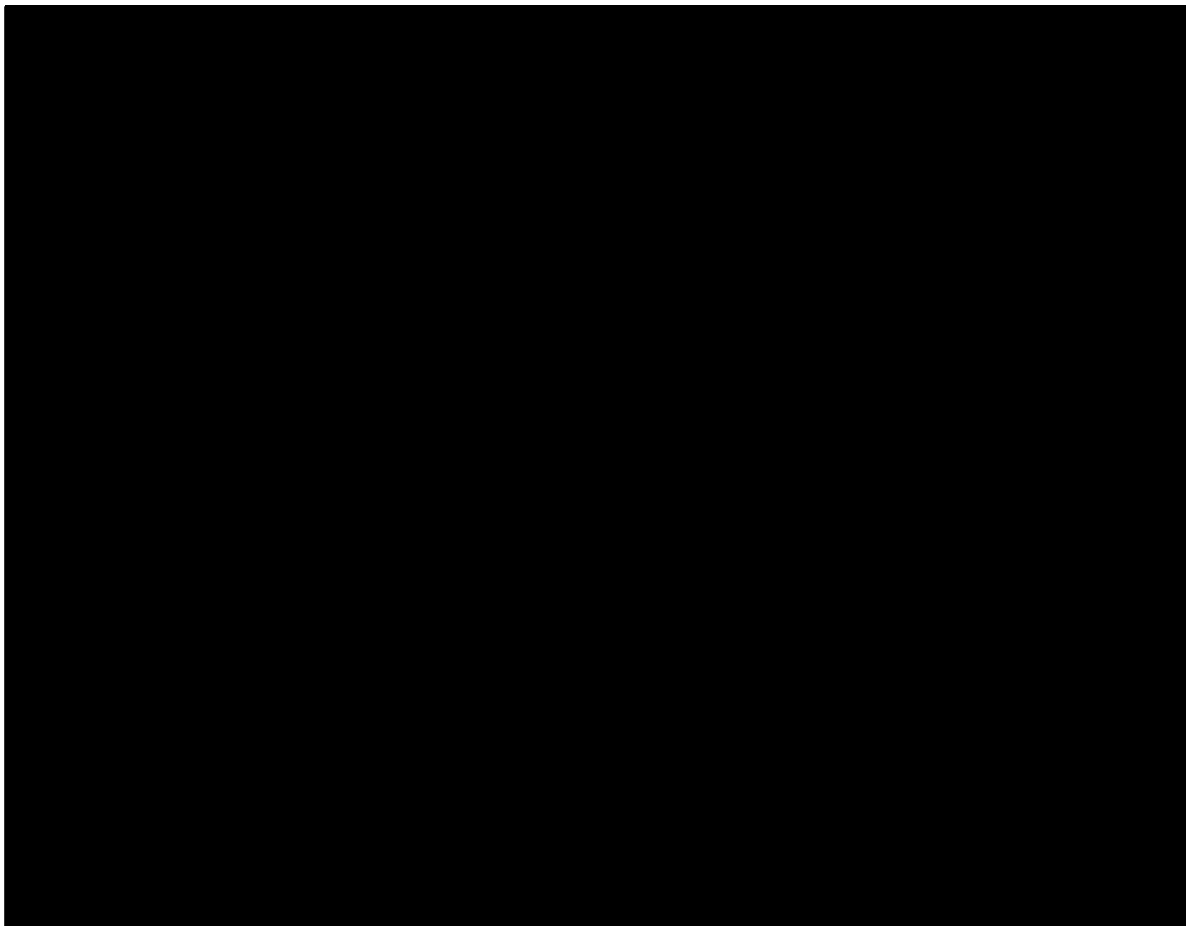




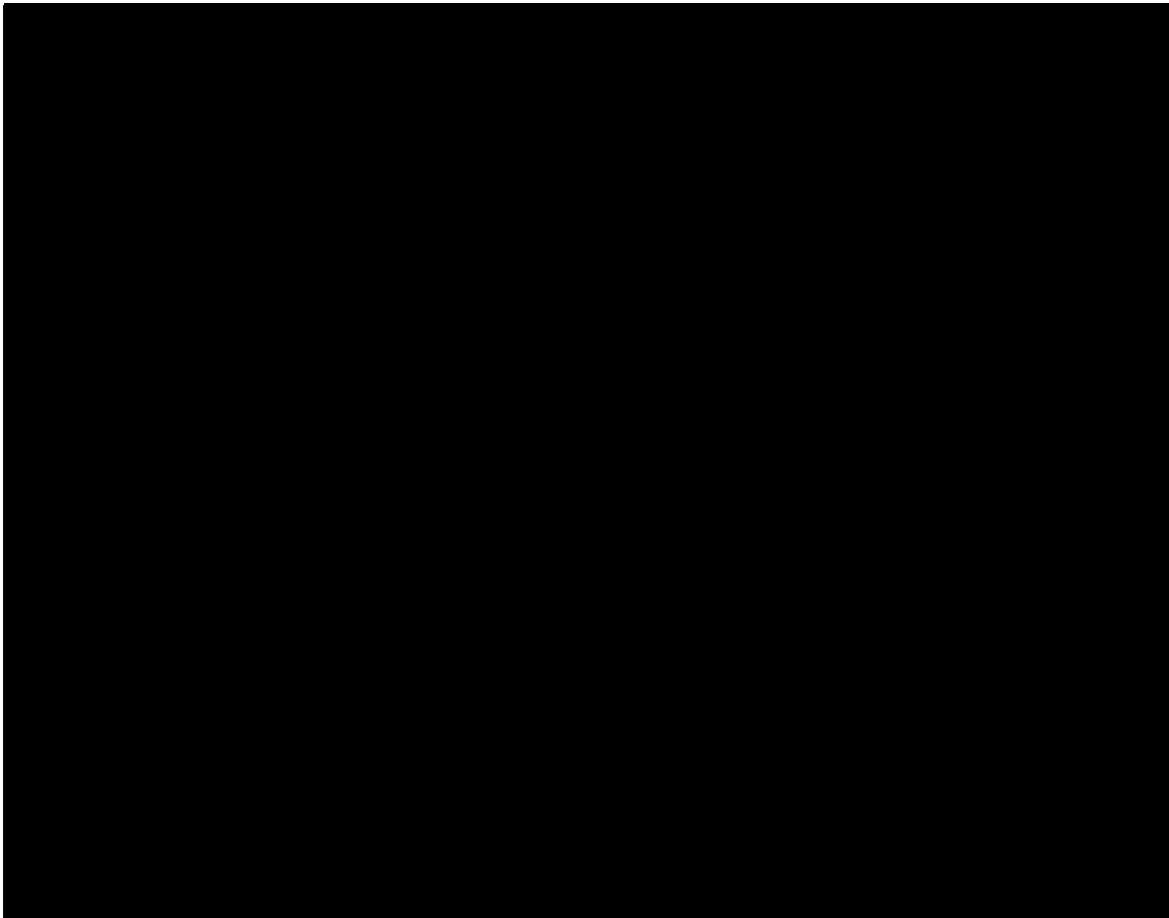


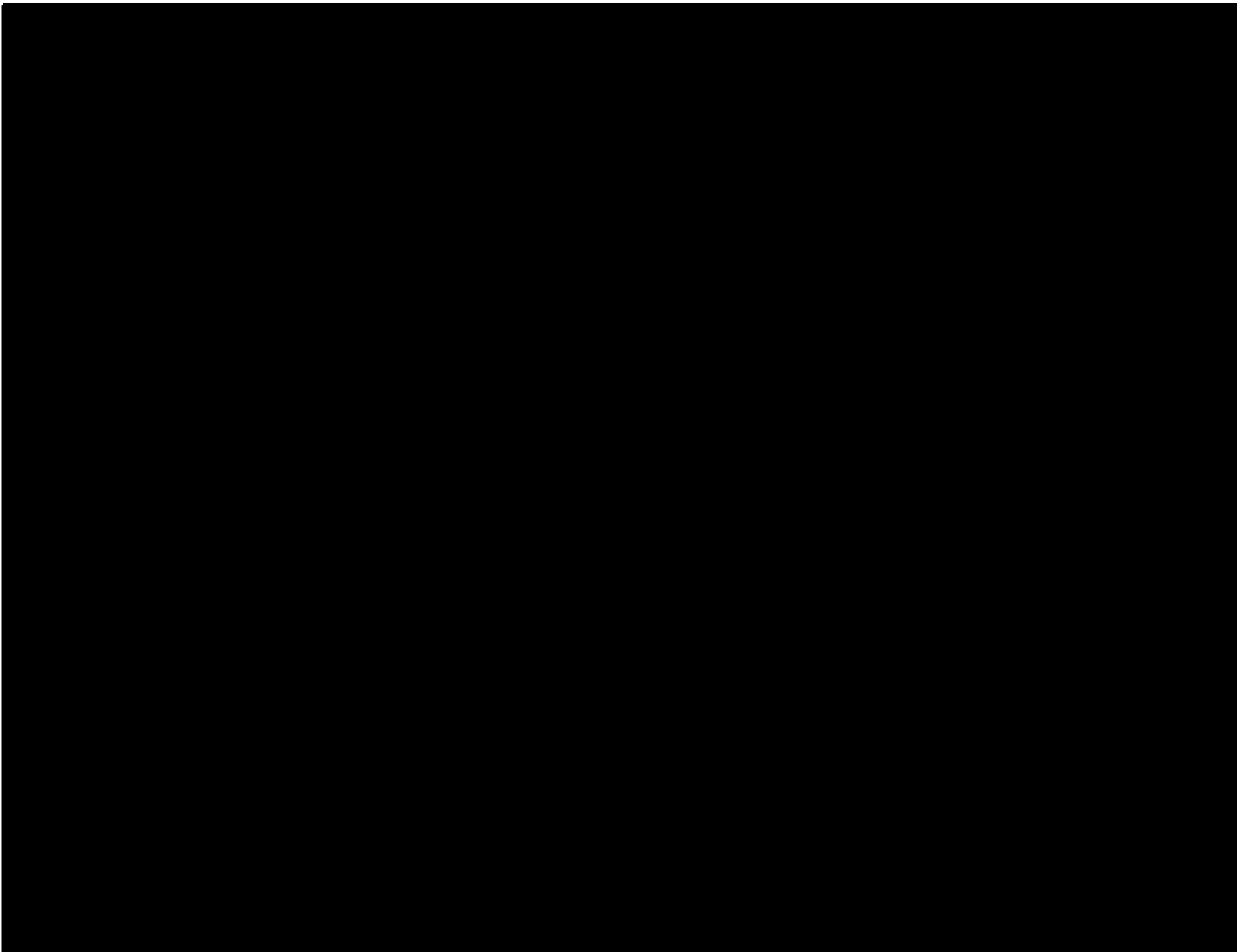


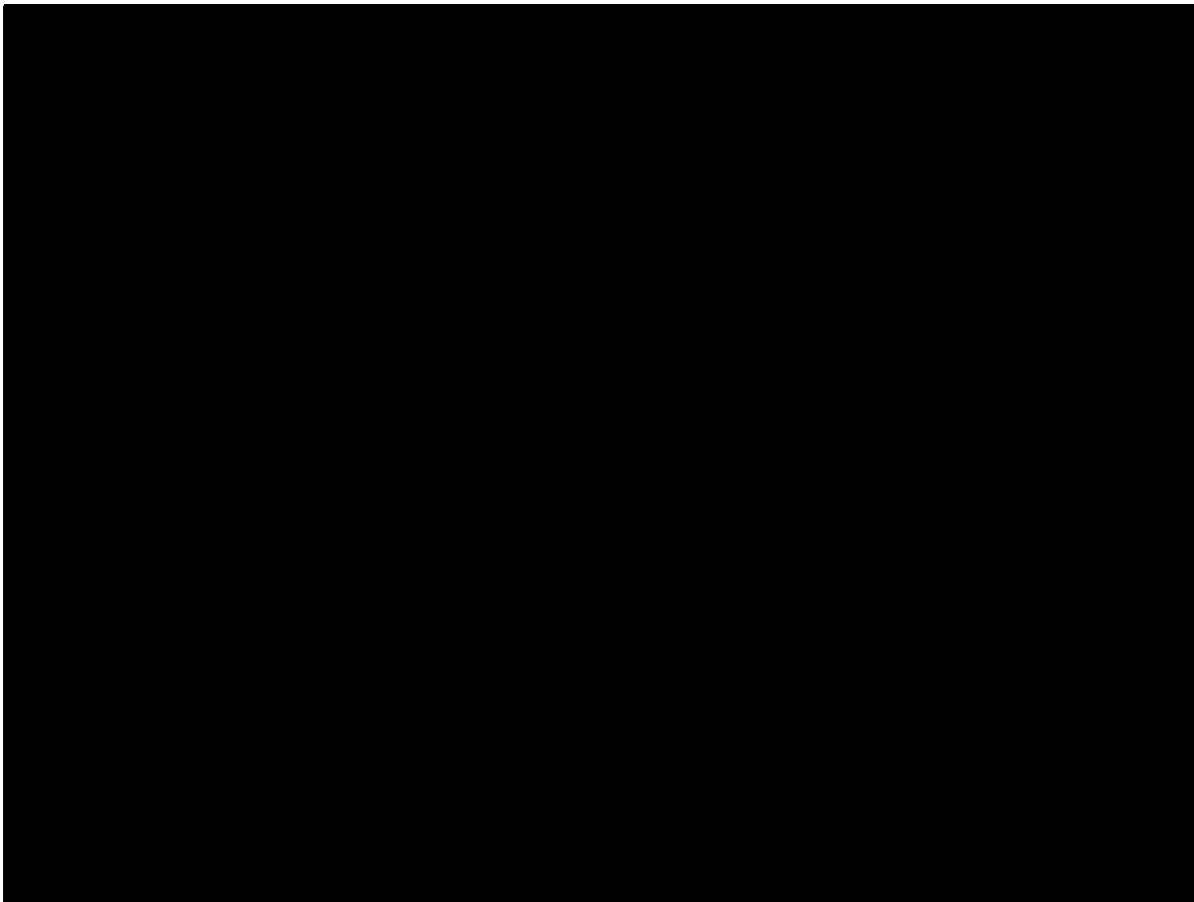












“Thanks”

New icons for the next biz?

