# Exhibit 1 (Submitted Under Seal)

Dockets.Justia.com

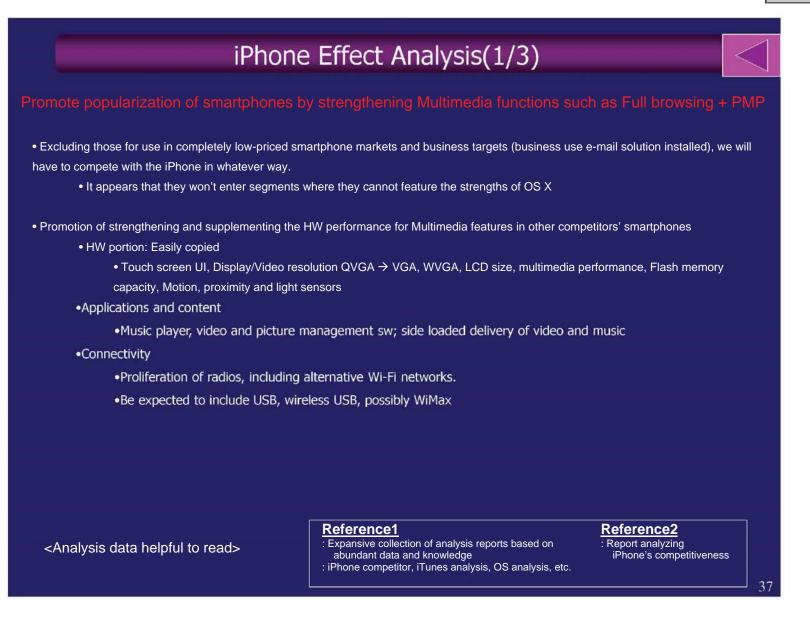
#### Translation



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SAMNDCA10809402

#### Translation



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SAMNDCA10809426

Smart Phone Market-Trend
휴대 PC 폰 → Full browsing + PMP
핸드폰의 2012년까지의 4대 트렌드 <in-stat, 07=""> Predicting the make up of future mobile phones requires an understanding of the factors having the greatest influence on customer demand and operator requirements. Our research has identified four key factors that we expect will shape handsets in the coming five years. Those factors are: • The Apple iPhone • Alternative networks, such as Wi-Fi and WiMAX • Mobile video and television • Increasing corporate-liable subscriptions</in-stat,>
<ul> <li>•mobile video and music</li> <li>•Multimedia 시장 확대</li> <li>•mobile video and music</li> <li>인터넷 기반 mobile applications 확대</li> <li>•Safari browser, 인터넷으로 수렴, Wi-Fi, Wimax</li> </ul>
·제대로 만든 단말을 제 값 받고 판매, 수익 배분 모델
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# iPhone Effect Analysis(1/3)

# Full browsing + PMP 같은 Multimedia 기능 강화를 통한 스마트폰의 대중화 촉진

### ●완전 저가 스마트폰 시장과 비즈니스 타겟용(비즈용 e-mail 솔루션 탑재)을 제외하고는 아이폰과 어떻게든 경쟁해야 할 것임 ●OS X의 장점을 살릴 수 없는 segment는 들어가지 않을 것으로 보임

•타 경쟁자 스마트폰의 Multimedia feature를 위한 HW 성능 강화 및 보완 촉진

•HW부분: 쉽게 모방

•터치스크린 UI, Display/Video 해상도 QVGA → VGA, WVGA, LCD 크기, Multimedia 성능, Flash memory 용량, Motion, proximity and light sensors

•Applications and content

•Music player, video and picture management sw; side loaded delivery of video and music

Connectivity

•Proliferation of radios, including alternative Wi-Fi networks.

•Be expected to include USB, wireless USB, possibly WiMax

## <읽어보면 도움되는 분석 자료>

#### Reference1

Reference2

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Certificate of Translation

#### 22 June 2012

I hereby certify that this Korean to English translation of pages SAMNDCA10809393, SAMNDCA10809395 to SAMNDCA10809402 and SAMNDCA10809426 to SAMNDCA10809428 of the document with the beginning Bates number SAMNDCA10809390 is an accurate and complete rendering of the contents of the source document to the best of my knowledge, except for the word "TRANSLATION" at the upper right corner of each translated page. I further certify that I am competent in both languages and have twenty years of professional experience in Korean to English translation.

By: Peter Mauro Schroepfer