

Exhibit 3  
(Submitted Under Seal)

# Flagship



Classification		Galaxy S	vs	iPhone 4
UX	PUI	<ul style="list-style-type: none"> <li>Galaxy S is superior because it is slim and light with ergonomic shape applied for better grip.</li> <li>In case of iPhone 4, angular shape makes the grip harder and portability is reduced due to its heftiness.</li> </ul>		
	UI	<ul style="list-style-type: none"> <li>Usability of Galaxy S for SIP purpose is superior due to bigger screen size. Utilization is superior by providing more advanced call-related features .</li> <li>In case of iPhone4, it gets more difficult to use it as more features were added as opposed to 3G. Errors pointed out in 3G version and such still persist.</li> </ul>		
	GUI	<ul style="list-style-type: none"> <li>In case of Galaxy S, objects [arrangement] on wallpaper are too busy that it hinders widget icon's visibility, but font sizes are adequate enough on Unlock screen and ensure visibility .</li> <li>In case of iPhone 4, indicator color was used in its moderation so it does not interfere with other elements but some parts such as battery information need to be highlighted more. Usability of quick panel is poor and application of transparency to background reduces the visibility and degree of completion. Because menu font size is small and colors appearing dimmed, it is hard to distinguish it from the wallpaper(s). Innovative folder interaction in the main menu.</li> </ul>		
ID	<ul style="list-style-type: none"> <li>&gt; Usability and practicality are well applied to the design. Minimalism is expressed well.</li> <li>&gt; Feels lacking re non-application of real material and non-protrusion of antenna.</li> <li>&gt; Regrettable that it looks similar to the older iPhone model(s).</li> </ul>		<ul style="list-style-type: none"> <li>&gt; Applications of fortified glass and Sus provide high quality exterior appearance and there is no gap between parts by robotic assembly process.</li> <li>&gt; Metal micro-machining process gives differentiated details but too heavy and masculine.</li> <li>&gt; It has overall high quality in terms of its completeness, device finishing and etc.</li> </ul>	

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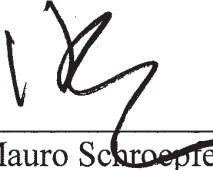
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Certificate of Translation



14 May 2012

I hereby certify that this Korean to English translation of pages SAMNDCA11010883 and SAMNDCA11010884 of the document with the beginning Bates number SAMNDCA11010883 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

### Flagship

구분	Galaxy S	비	iPhone 4
UX	PUI	<ul style="list-style-type: none"> <li>• Galaxy S는 slim하고 가벼우며 ergonomic shape이 적용되어 쓰지감이 좋은 점에서 우세함</li> <li>• iPhone 4의 경우, 금속, 불순물로 표지감이 다소 떨어지며, 무게감이 있어, 휴대성 떨어짐</li> </ul>	
	UI	<ul style="list-style-type: none"> <li>• Galaxy S는 화면 사이즈가 커서 SIP 등의 사용성 우수하며, Call 관련 고급 기능을 다양하게 제공하여 활용성 우수함.</li> <li>• iPhone4의 경우, 3G 대비 기능이 약아지면서, 조작이 어려워짐. 3G 용에서 지적되었던 Error 상황이 여전히 발생하고 있음</li> </ul>	
	GUI	<ul style="list-style-type: none"> <li>• Galaxy S의 경우 wallpaper의 object가 복잡해서 무엇 아이콘의 가시성이 떨어지거나 Unlock 화면 등에서 폰트 사이즈가 충분하며 가시성 확보</li> <li>• iPhone4의 경우, indicator의 색상 사용이 절제되어 다른 요소를 방해하지 않으나 배터리 정보와 같은 부분은 보다 정보량 필요가 있을 확대본의 사용성이 떨어지며 background의 transparency가 적용되어 가시성 및 완성도 떨어짐. 메뉴 폰트의 사이즈가 작으며 slim되어 있는 듯한 컬러 사용으로 wallpaper와 구분이 잘되지 않음. 색인메뉴의 불명확한 선택성이 핵심 약점</li> </ul>	
ID	<ul style="list-style-type: none"> <li>&gt; 사용성과 실용성이 잘 고려된 디자인: Minimalism이 잘 표현됨</li> <li>&gt; 피할 수 없는 미적용된 부분: 인메나 부풀림 등이 미적용</li> <li>&gt; 구형 아이폰과 유사해보이는 부분이 미적용</li> </ul>		<ul style="list-style-type: none"> <li>&gt; 강화유리 및 Sus의 적용으로 외관 품질이 우수하여 보닛을 이용한 조립으로 파드간의 틈차 문제가 거의 없음</li> <li>&gt; Metal 이색 가공으로 차별화된 디테일을 보여줌. 다만 너무 무겁고 날렵하지 않</li> <li>&gt; 완성도나 기구 마무리 등 전반적으로 높은 퀄리티를 가지고 있음</li> </ul>

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