

Exhibit N  
(Submitted Under Seal)



gravitytank collaborates with Samsung

# touch portfolio

ROLLOUT STRATEGY  
RECOMMENDATION BASED ON CONSUMER INSIGHT

FINAL PRESENTATION | 17 DECEMBER 2008

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## The iPhone isn't just easy to use, "it's sexy to use"

Consumers don't see the iPhone as simply usable; they see it as enjoyable, engaging and cool. Their experience is almost cinematic.



### Fun

Gestures like the two fingered pinch and flick add a game-like quality to interactions. The flip adds a level of cool.

“

With the multi-touch function you can zoom in and zoom out and move photos, and that's great.”

**Berlin**

.....  
Everybody wants to play with it.”

**Chicago**



### Whimsical

Lists bounce, icons flutter — the iPhone has a sense of whimsy that shows a thoughtful character in the interface.

“

You play more with it because it's simply fun to handle.”

**Berlin**



### Dramatic

Transition effects and sensors add a level of cinematic drama and showmanship that makes using an iPhone (and showing others) just plain cool.

“

It's sexy to use.”

**London**

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## Screen-centric design has set the standard for touch

The iPhone is in some ways “undesigned,” but its strong, screen-centric design has come to equal what’s on trend and cool for many consumers.

### Dimensions of touch design

Touch design is more like TV design—minimal and screen-centric.

### Few buttons

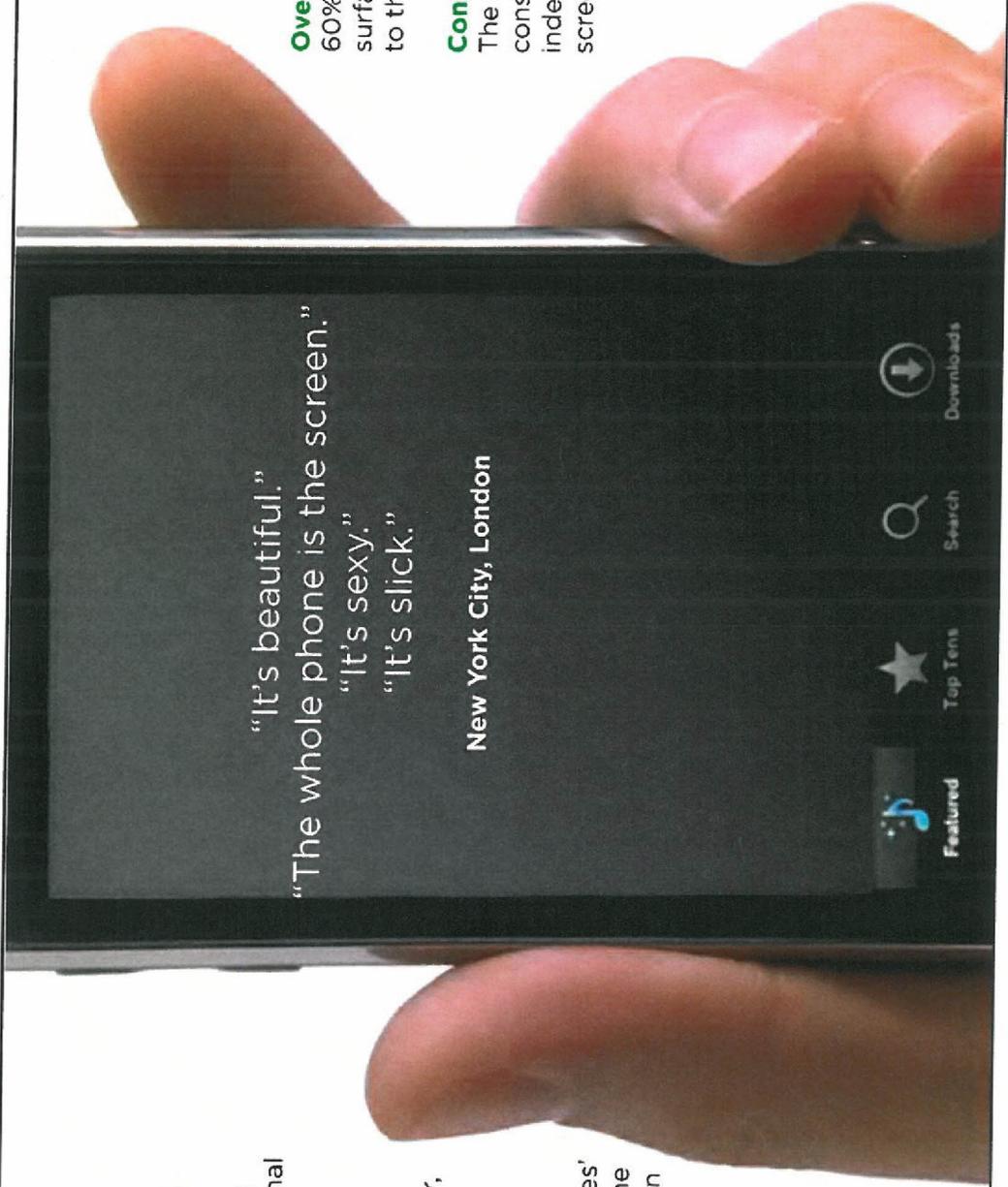
The iPhone has four buttons: home, power, volume, mute.

### Screen focused

The center screen mounted in the phones’ form makes the iPhone look more TV-like than phone-like.

**Oversized screen**  
60% of the iPhone’s surface is dedicated to the screen.

**Consistent surface**  
The surface plane is consistent, with no indentation for the screen.



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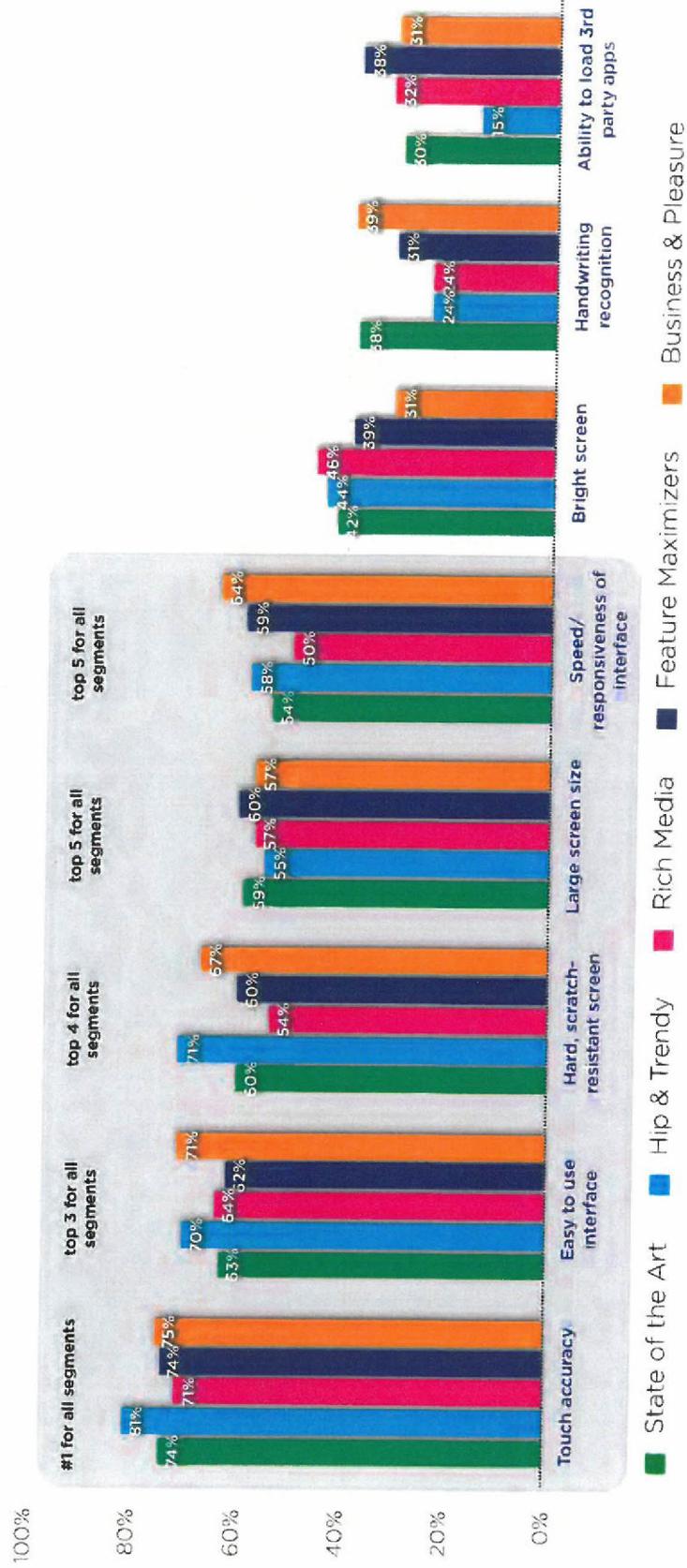
**FEATURE SET & INTERFACE PREFERENCES**

**Users want an accurate, precise, easy to use interface**

Accuracy is the most important factor in a touch screen phone across segments. Consumers also want a large durable screen and an interface that is fast, responsive, and easy-to-use.

**What's really important in a touch phone?**

(Q74, by segment, n=2,282)



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