

EXHIBIT B

EXHIBIT 5

**DEFENDANT'S EXHIBIT
NO. 522.001**

United States District Court
Northern District of California
No. 11-CV-01846-LHK (PSG)
Apple v. Samsung

Date Admitted: _____ By: _____



MPCP PROJECT 2006

SAMSUNG MOBILE DESIGN TEAM

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

SAMNDCA00321382

OUTLINE



SAMSUNG

LOGO의 기본색상 : 청색(Pantone 286C : M80% + C100%)

- 단일 청색으로 연속성 표현
- 안정감과 신뢰감을 주는 색
- 고객과 보다 친숙하려는 의지를 담았으며 사회에 대한 책임감을 상징

워드마크의 디자인: 우주와 세계무대를 상징하는 타원

- 동적이고 혁신적인 이미지
- S, G 부분 내부와 외부의 기운을 통하게 하여 세계와 호흡, 인류사회 이바지
- 영문로고: 기술주의를 통한 고객지향의 지점단 기업 이미지

SAMSUNG Mobile blue history



MPCP PROJECT 2006



THEME

THE BLUE / SKY : Positive, Day&Night, Star, Universe, Satellite, Oxygen, Endless, Dream, Future, Magic, Energy, Skyline etc...
Blue - Light ~ Dark blue
Samsung = Three Star

FUTURE FLASH



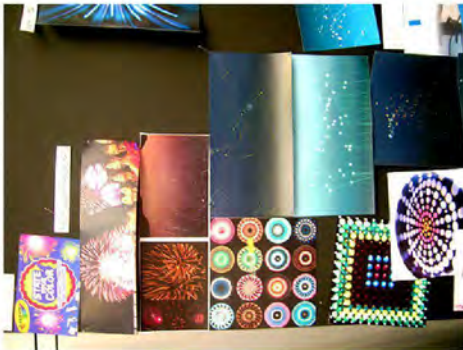
WHISPERING BREEZE



NIGHT FEVER




하늘에서 내리는 일억 개의 별



CONTENTS

 OLYMPIC BLUE

 UNIVERSAL BLUE

 ENERGETIC FEVER

 SAPPHIRE



Dirk Bakkenberg shoes



Dog, Jeff, Koons



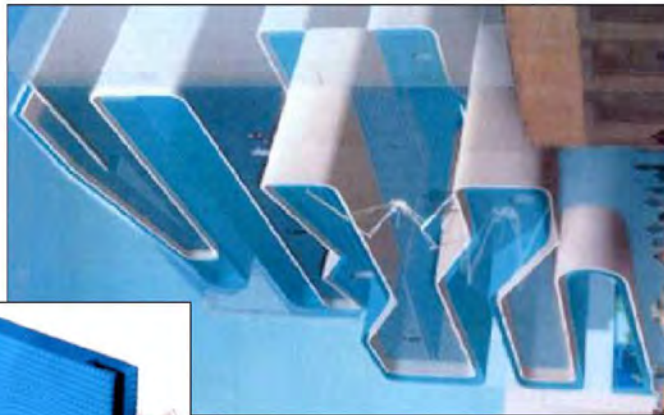
MPCP PROJECT 2006



OLYMPIC BLUE

PRODUCT

Sporty and technical image
Soft minimal shape with Turquoise blue , black and white
Graphic line accent (ex: keypad layout, pattern embossed rear cover)

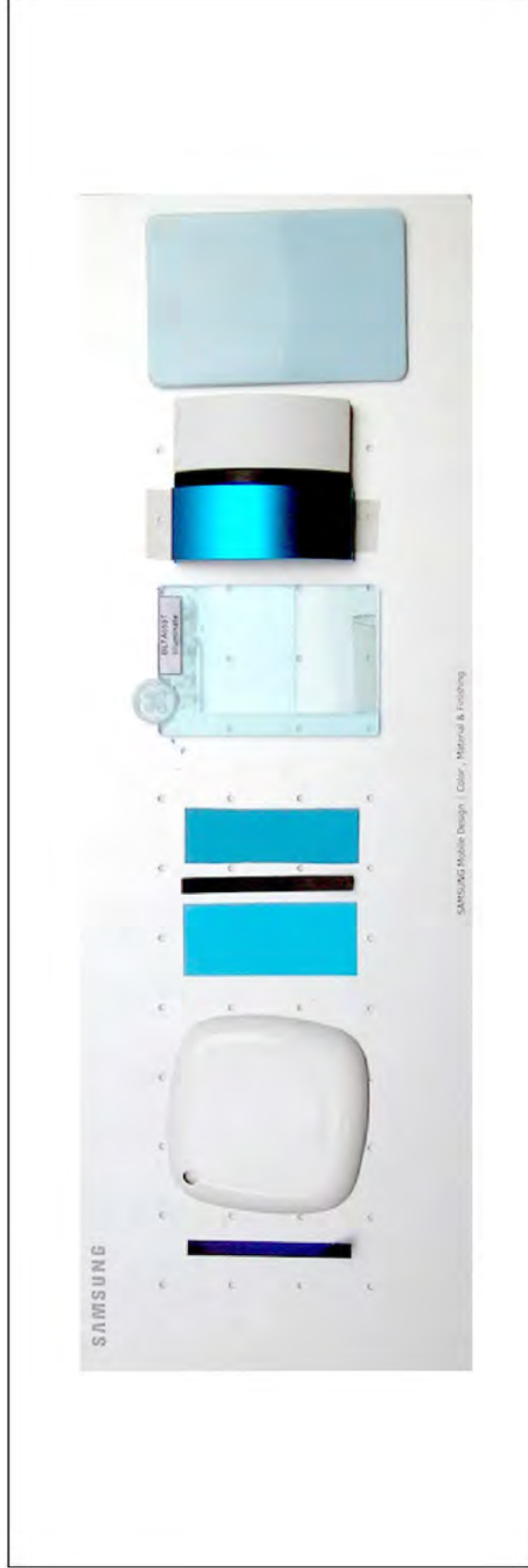


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OLYMPIC BLUE C.M.F

유광 White + Matt Turquoise Blue + Black accent
Resin 부식 처리, rubber feels

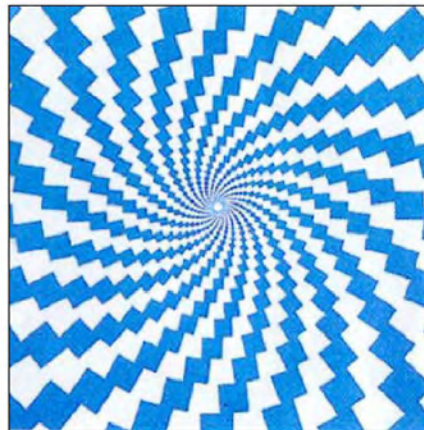
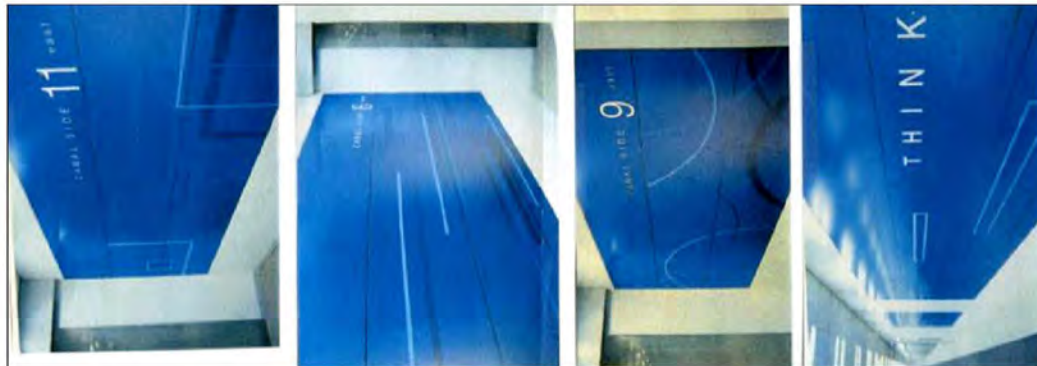


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OLYMPIC BLUE

GUI

Vector image, Straight line
Bright Sky blue tone



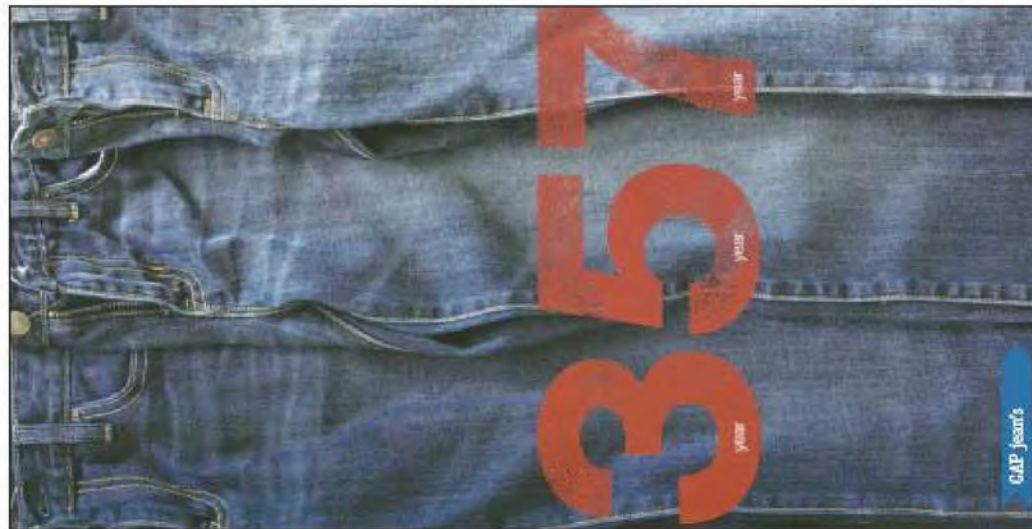
MPCP PROJECT 2006



UNIVERSAL BLUE _ TOTAL BLUE

PRODUCT

Symbolic Everyone's Blue – NEW SAMSUNG Blue
Intelligent & fashionable, Positive spirit , popular ,Unisex color
Total blue image



MPCP PROJECT 2006



C.M.F

UNIVERSAL BLUE _ TOTAL BLUE

All blue concept – Samsung blue
Metal (Aluminum anodizing) + Resin (Solid resin) + Chrome accent



MPCP PROJECT 2006



UNIVERSAL BLUE _ BLUE ACCENT

PRODUCT

Blue accent – chrome, black and white
Day and night variation



MPCP PROJECT 2006



UNIVERSAL BLUE _ BLUE ACCENT

C.M.F

- 전면 Chrome silver (유,무광 배색)
- Day& Night concept (dark blue black & white)
- Blue accent (Lighting)
- SUS hairline + black
- Blue black 가죽 case , 미세한 pattern, gold accent



MPCP PROJECT 2006



UNIVERSAL BLUE _ BLUEISH SILVER

PRODUCT

Sophisticated ,neutral, creative and modern image
Everywhere, convenient, practical
Grayish metallic blue. (instead of silver)



MPCP PROJECT 2006



UNIVERSAL BLUE _ BLUEISH SILVER

PRODUCT

Sophisticated ,neutral, creative and modern image
Everywhere, convenient, practical
Grayish metallic blue.



MPCP PROJECT 2006



UNIVERSAL BLUE _ BLUEISH SILVER

C.M.F

Grayish metallic blue (Aluminum anodizing) + silver, white ,black
Sky Blue tone – greenish, purplish blue
Marble resin, solid resin



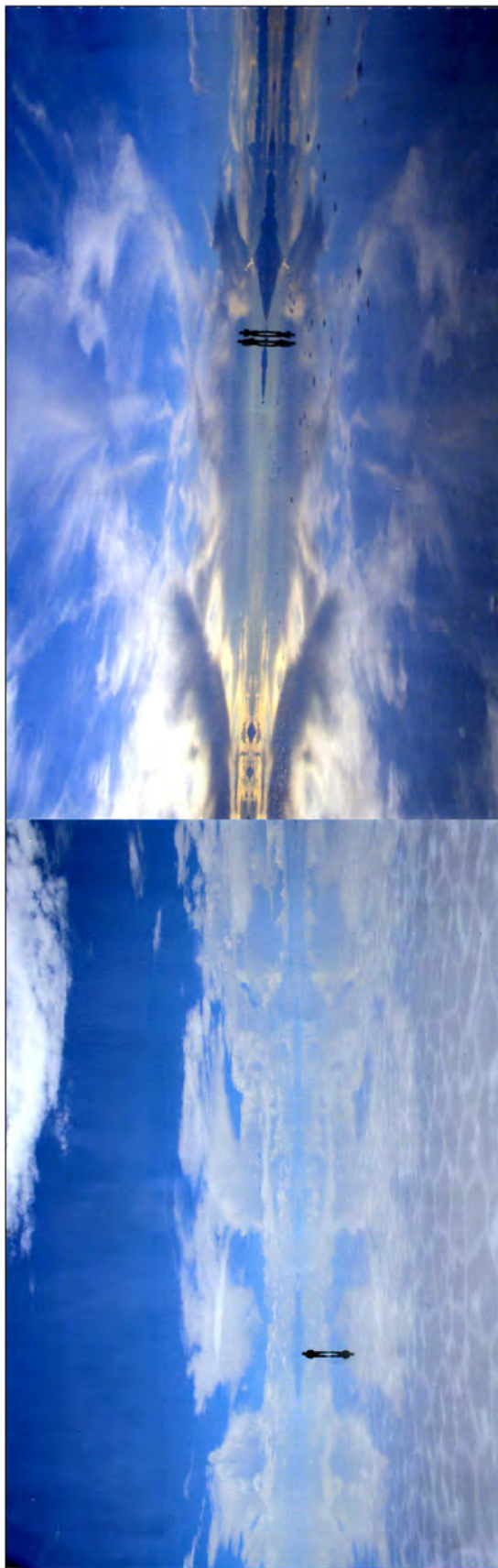
MPCP PROJECT 2006



UNIVERSAL BLUE

GUI

Seamless, reflection
Sky in your hand



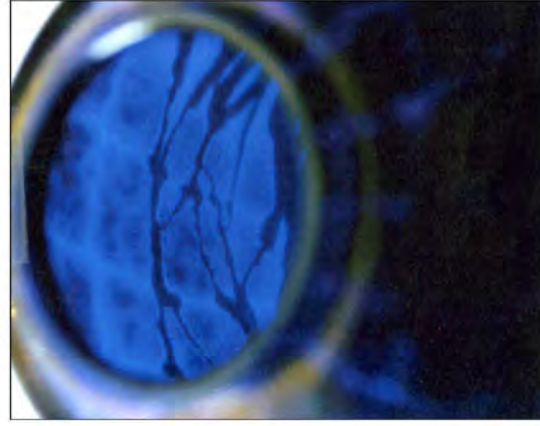
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UNIVERSAL BLUE

GUI

Captures the sky.
Vertical line.



The space was filled with transparent blues and transformed into a glowing line.

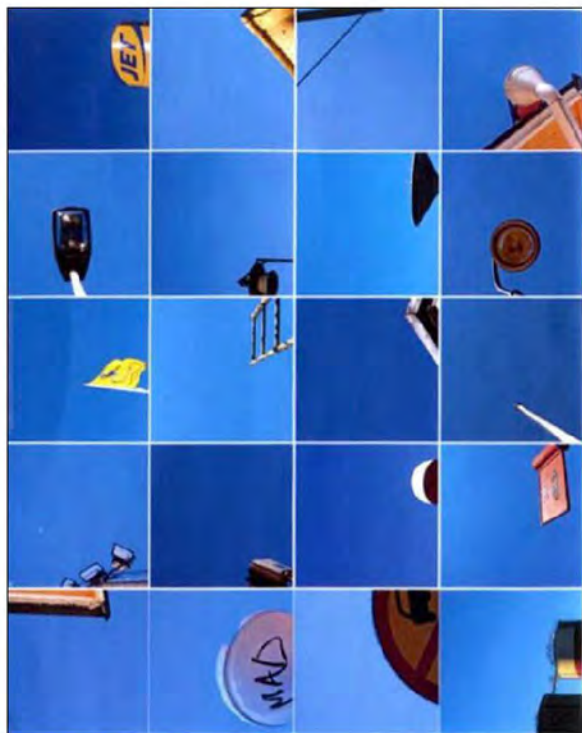
MPCP PROJECT 2006



UNIVERSAL BLUE

GUI

Shadow plays.
Simple and comfortable atmosphere.



MPCP PROJECT 2006



ENERGETIC FEVER

PRODUCT

Fashionable, trendy, spectacular, urban, 70-80's style
Monoblock, electric blue
Anodizing, glamorous & mercerized shine, reflecting, metallic effects.



Morids bag, Gucci & BMW moto



Dog, Jeffs Koons



Sprint sister basketer, Nike



Historical

MPCP PROJECT 2006



PRODUCT

ENERGETIC FEVER

Fashionable, trendy, spectacular, urban, 70-80's style
Monoblock, electric blue
Anodized, glamorous & mercurized shine, reflecting, metallic effects.



MPCP PROJECT 2006



ENERGETIC FEVER C.M.F

Black, dark silver + 증착 electric blue



MPCP PROJECT 2006

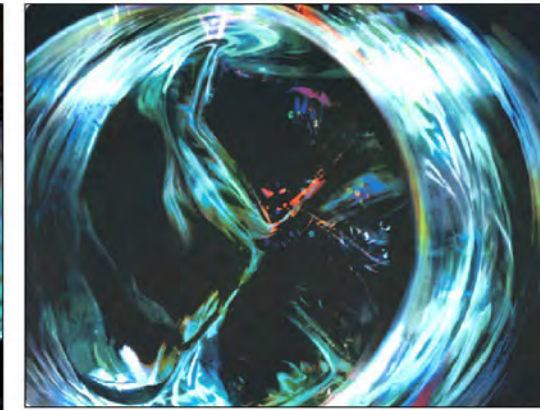
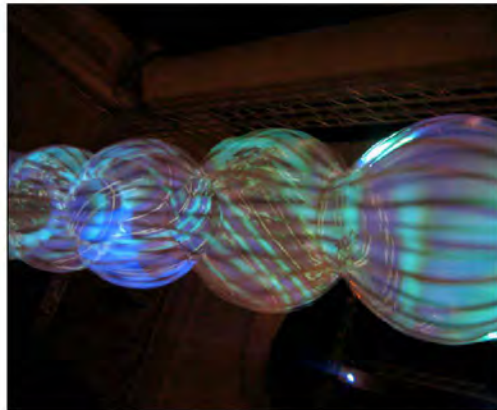
ENERGETIC FEVER

GUI

Vibration, Wave
Spectral, Whirling motif



Muddled colors
Colorist
vibrations



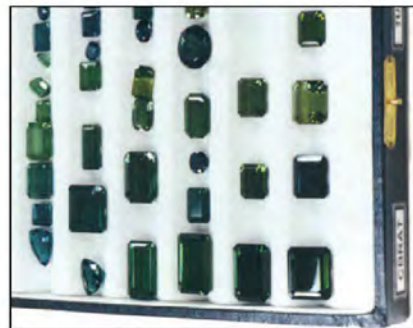
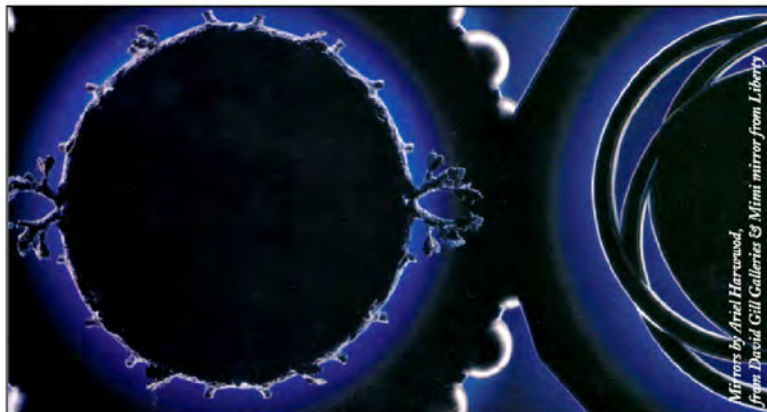
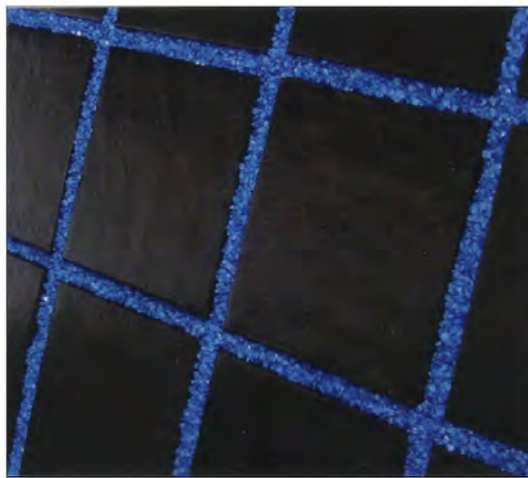
MPCP PROJECT 2006



SAPPHIRE

PRODUCT

Luxurious, Precious, Mysterious image , Wow effect (lighting)
Crystal cut, Jewely, Sapphire
Very deep blue, Sparkle, transparency, translucency



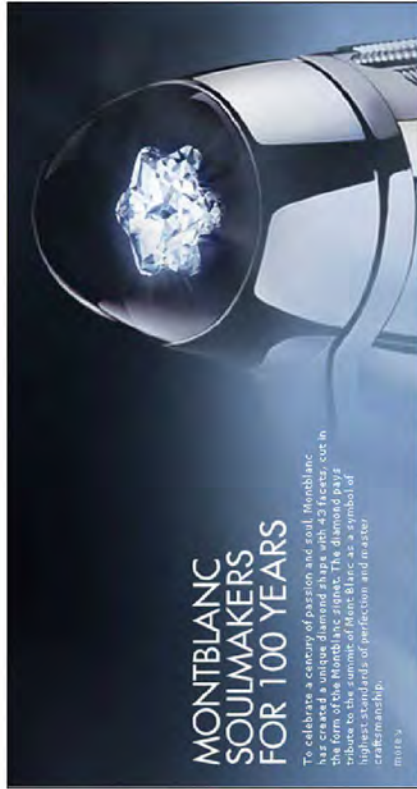
MPCP PROJECT 2006



SAPPHIRE

PRODUCT

Luxurious, Precious, Mysterious image, Wow effect (lighting)
Crystal cut, Jewely, Sapphire
Very deep blue, Sparkle, transparency, translucency



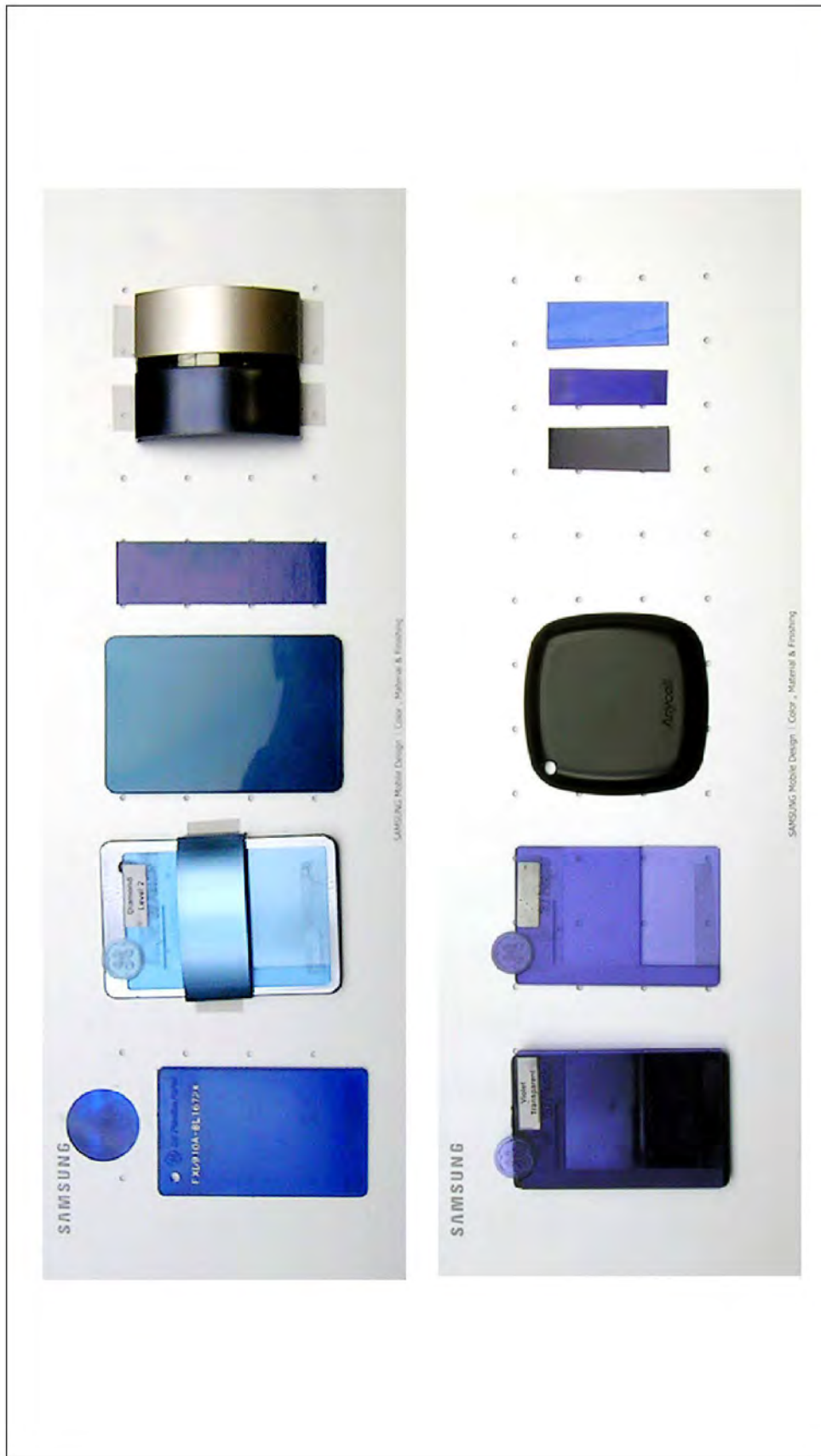
MPCP PROJECT 2006



SAPPHIRE

C.M.F

깊이감 있는 이중사출 (sparkle blue resin + dark blue) + deep blue
Sapphire/deep blue + champagne gold + gold accent



MPCP PROJECT 2006



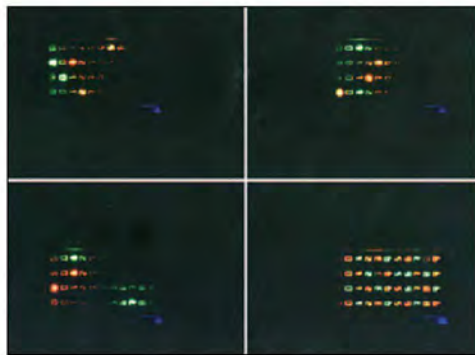
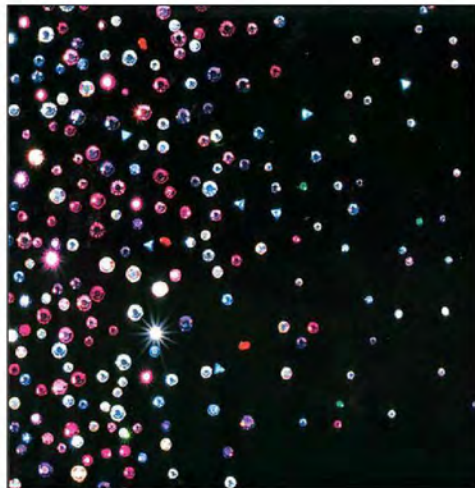
SAPPHIRE

GUI

Jewelry, stary night, milky way

Lighting effect, dimness

제품과 GUI의 emotional interaction - lighting



MPCP PROJECT 2006



SAPPHIRE

C.M.F

깊이감 있는 이중사출 (sparkle translucent white resin + white) + Purple blue/Dark blue
Woman target



MPCP PROJECT 2006



PRODUCT COLOR SCENARIO



SLIDE (4 models)

ERAMER

VESSEL

TRUWT

WRAP



Q-SLIDE (1 model)

Q-Bowl



COMPONENT (PARTS)

MPCP PROJECT 2006



FRAMER

47*104*14 _ 2.57 Inch LCD

SAPPHIRE + UNIVERSAL BLUE



MPCP PROJECT 2006



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SAMNDCA00321410

FRAMER

47*104*14 _ 2.57 Inch LCD

- 1.- Front : black 유광 window
- 2.- Side Body dummy : titan silver (유,무광 배색)
- 3.- Slide 하단부 : blue accent (Lighting)
- 4.- Keypad : dark blue + blue LED
- 5.- back : dark blue



MPCP PROJECT 2006



VESSEL

46*99*14.5 _ 2.79 Inch LCD

OLYMPIC BLUE



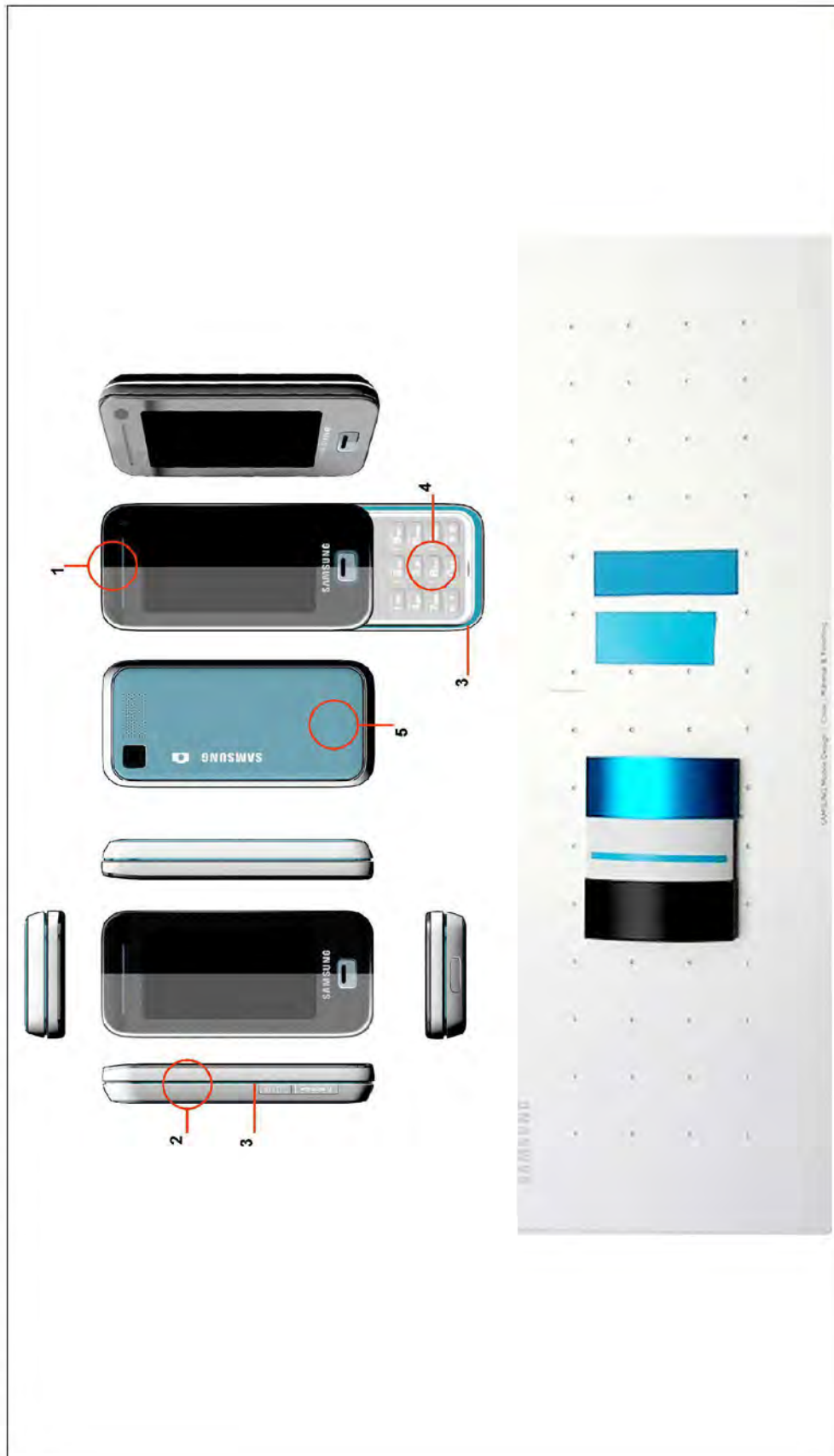
MPCP PROJECT 2006



VESSEL

46*99*14.5 _ 2.79 Inch LCD

- 1. - Front : black 유광 window
- 2. - Side : 무광/반광 white
- 3. - Side accent : turquoise blue
- 4. - Keypad : white/gray + white/turquoise blue LED
- 5. - Back : turquoise blue resin 부식 처리 / rubber feels (pattern)



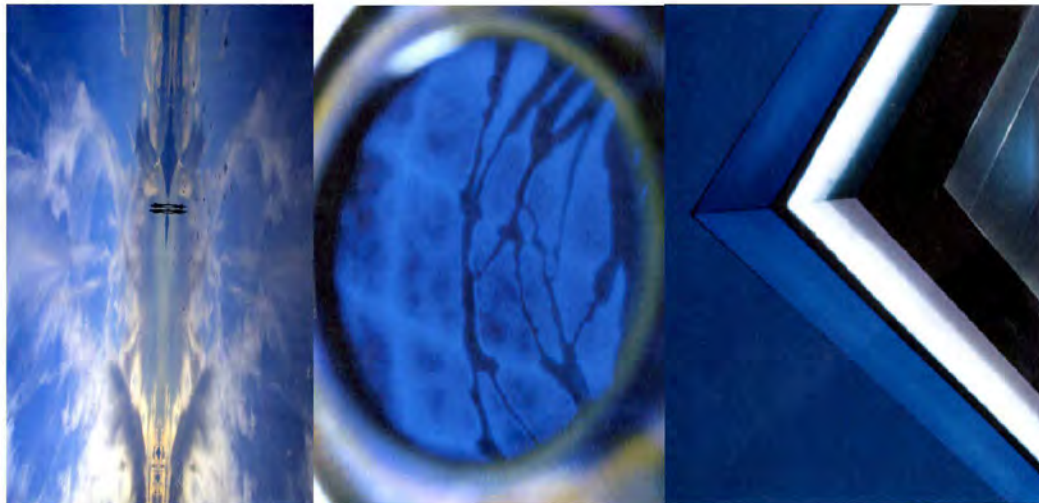
MPCP PROJECT 2006



BOWL

46*98*14.5 _ 2.79 Inch LCD

UNIVERSAL BLUE ENERGETIC
FEVER



MPCP PROJECT 2006



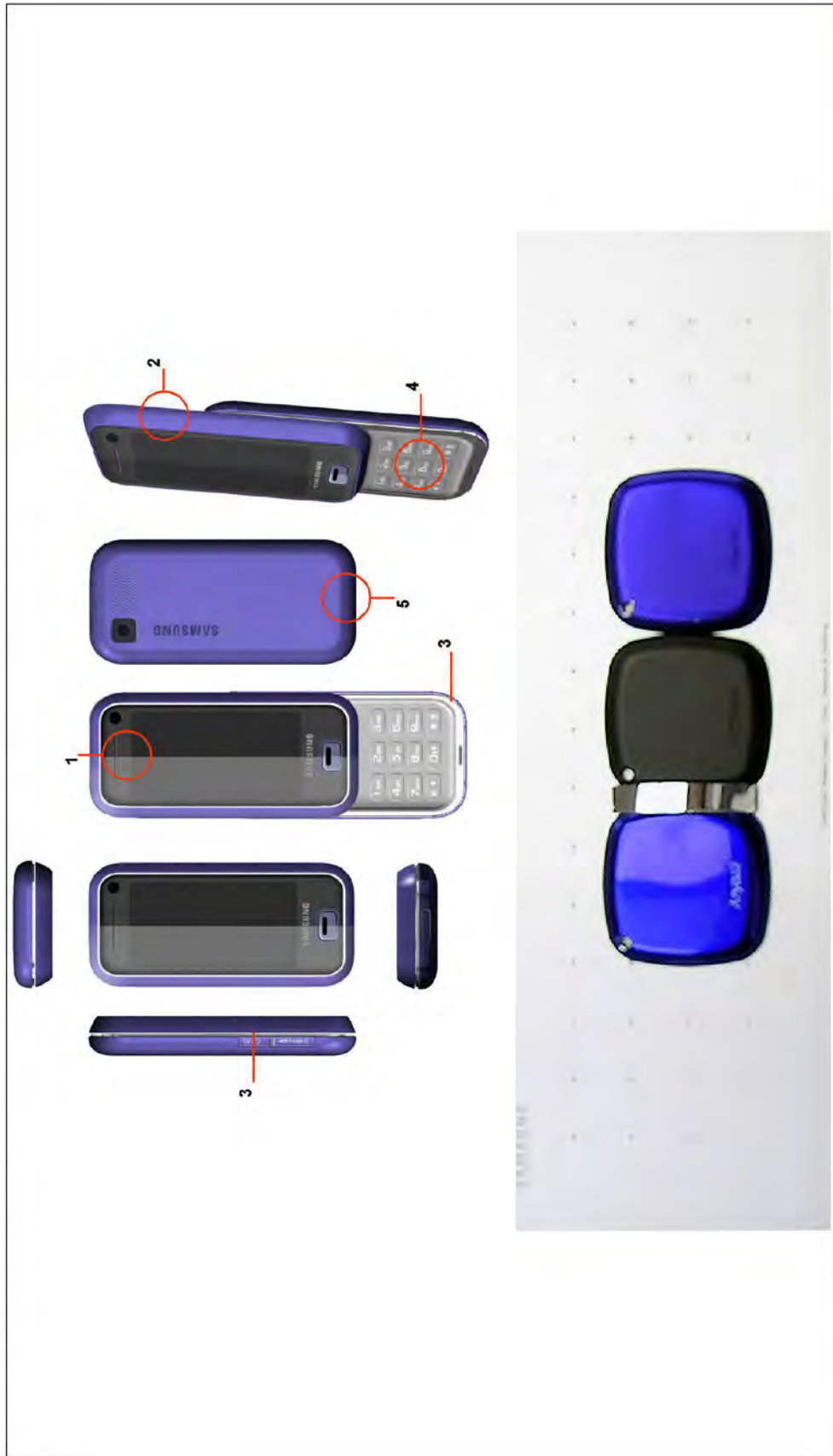
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SAMNDCA00321414

46*98*14.5 _ 2.79 Inch LCD

BOWL

- 1.- Front : black 유광 window
- 2.- Front : 무광 Samsung blue 증착
- 3.- Side accent : chrome silver
- 4.- Keypad: dark silver/chrome silver + white LED
- 5.- Back : 유광 Samsung blue 증착



MPCP PROJECT 2006



WRAP

46.5*100*14 _ 2.57 Inch LCD

UNIVERSAL BLUE



MPCP PROJECT 2006



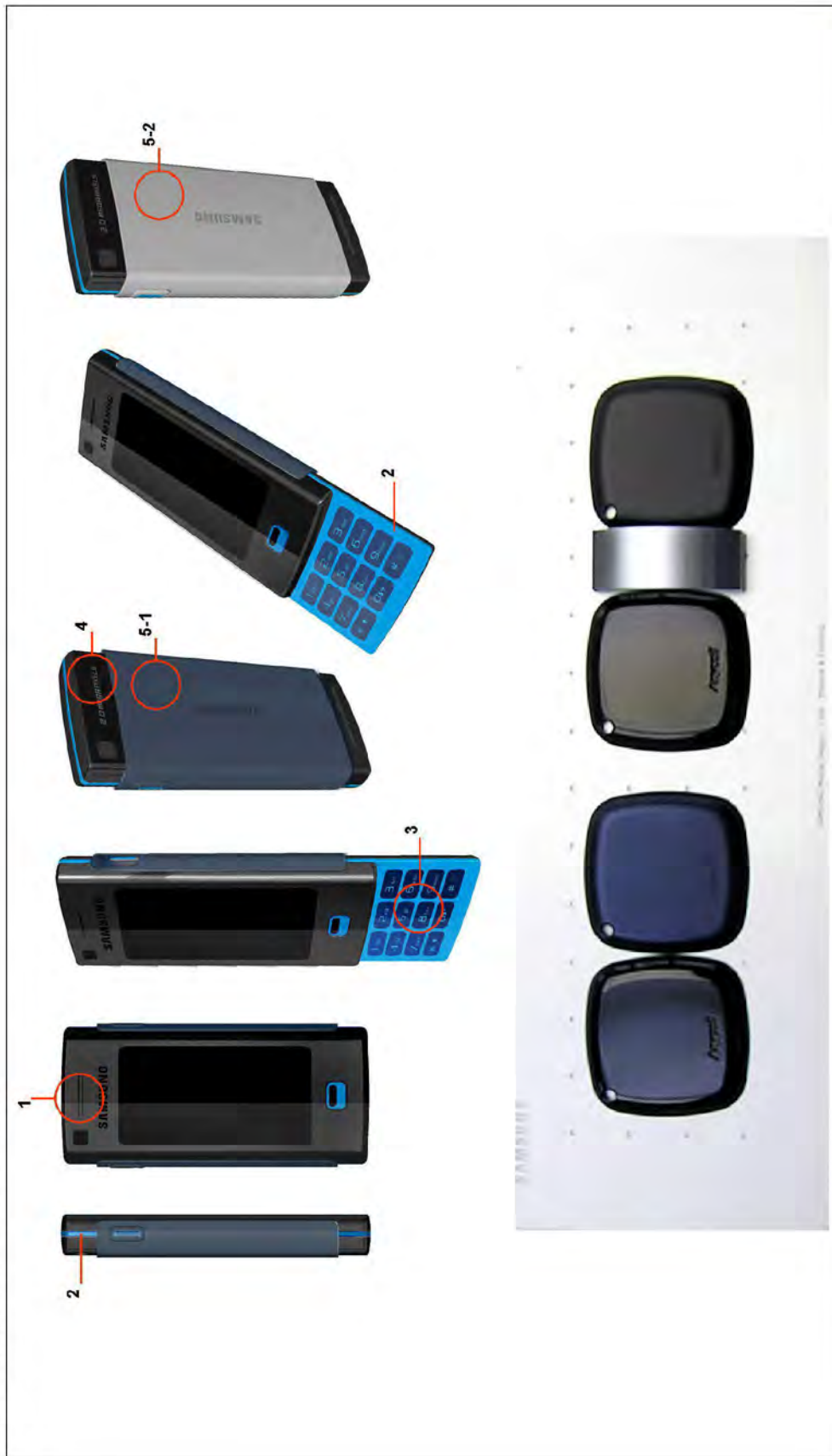
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SAMNDCA00321416

WRAP

46.5*100*14 _ 2.57 Inch LCD

- 1. - Front: 유광 black window
- 2. - Side accent : Samsung blue
- 3. - Keypad : accent blue + dark blue
- 4. - Back : 무광/반광 black
- 5. -1. Cover: 무광 dark blue
- 5. -2. Cover: SUS metallic silver blue



MPCP PROJECT 2006



WRAP

46.5*100*14 _ 2.57 Inch LCD

1. - Accessory : darkblue Leather + gold accent (pattern)

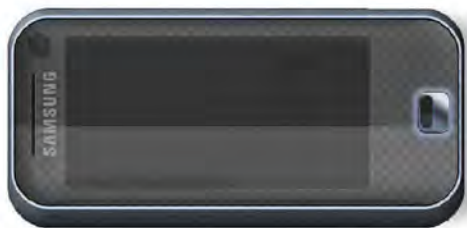


MPCP PROJECT 2006



Q BOWL

46.2*92.27*14.8 _ 2.79 inch LCD



UNIVERSAL BLUE



MPCP PROJECT 2006



FINAL PRODUCT COLOR

FRAMER



BOWL



VESSEL



WRAP



Q BOWL

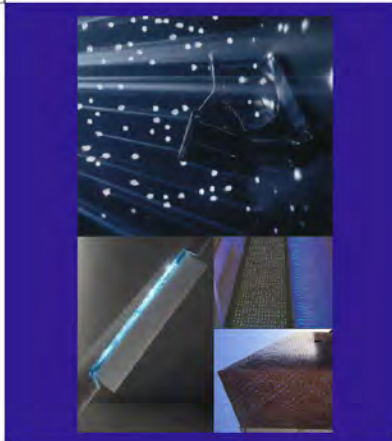
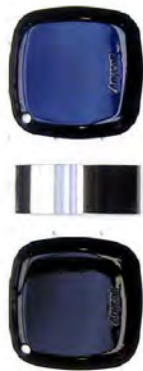


MPCP PROJECT 2006



FRAMER

47*104*14 _ 2.57 Inch LCD



MPCP PROJECT 2006



VESSEL

46*99*14.5 _ 2.79 Inch LCD

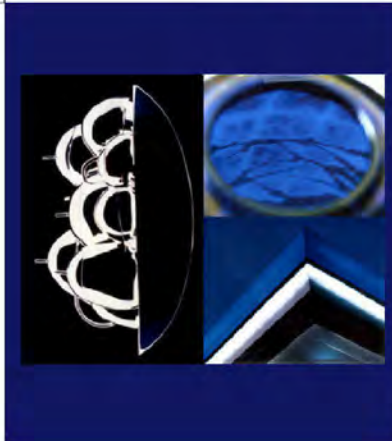


MPCP PROJECT 2006



BOWL

46*98*14.5 _ 2.79 Inch LCD

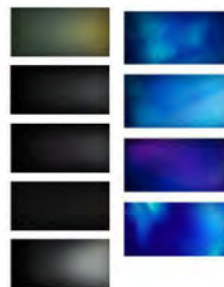
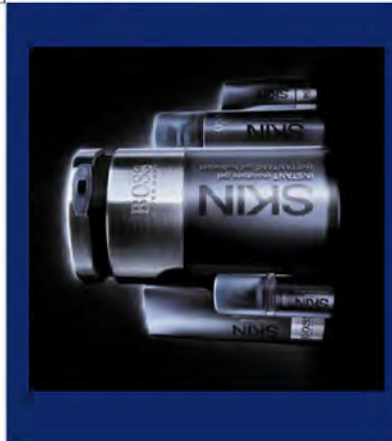


MPCP PROJECT 2006



Q BOWL

46.2*92.27*14.8 _ 2.79 inch LCD



MPCP PROJECT 2006



