Apple Inc. v. Samsung Electronics Co. Ltd. et al Doc. 1565 Att. 3

EXHIBIT C

Dockets.Justia.com

122. Visual Interaction Effect _ Icon

❑ **Usage of indistinguishable icons for different functions makes for difficult differentiation**

- i-Phone : **Instant recognizability due to highly intuitive icon usage.**
- S1 : **Difficult differentiation due to icons that are duplicative or are intuitively deficient.**

i-Phone		GT-i9000	
	Minimize replicate icons; can feel icons were made in consideration of the user, for instant recognition and ease for the user.		Confusion can result from indistinguishable icons like Message and e-mail.
Directions for Improvement	Change replicate icons and select and use highly intuitive icons. For appls that have long names, change long names to simple ones or change the long name so it can be expressed at once for ease of recognition.		

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i-Phone

GT-i9000

JX1013, PX44

i-Phone

GT-i9000

Fascinate

JX1013, PX44

Samsung Interface Graphics Over Time

iPhone
2007

How did we do

2007
Touchwiz 1.0 icons
(TFT LCD)

2008
Touchwiz 1.0
(OLED)

2009
Touchwiz 2.0 icons
(OLED)

2010
Touchwiz 3.0 icons
(super OLED)

*OLED display is naturally achieve higher contrast ratios than LCD screens

Fascinate
2010