


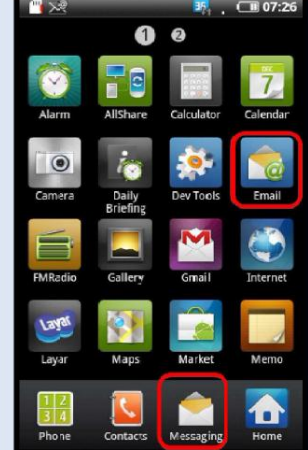
EXHIBIT C

Translation
Confidential

122. Visual Interaction Effect _ Icon

Usage of indistinguishable icons for different functions makes for difficult differentiation

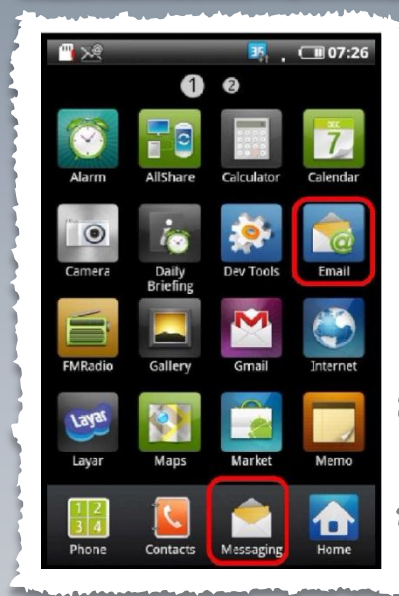
- i-Phone : Instant recognizability due to highly intuitive icon usage.
- S1 : Difficult differentiation due to icons that are duplicative or are intuitively deficient.

i-Phone	GT-i9000
 <p>Minimize replicate icons; can feel icons were made in consideration of the user, for instant recognition and ease for the user.</p>	 <p>Confusion can result from indistinguishable icons like Message and e-mail.</p>
<p>Directions for Improvement Change replicate icons and select and use highly intuitive icons. For apps 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.</p>	

i-Phone



GT-i9000



i-Phone



GT-i9000



Fascinate



Samsung Interface Graphics Over Time

iPhone
2007



How did we do



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

Fascinate
2010

