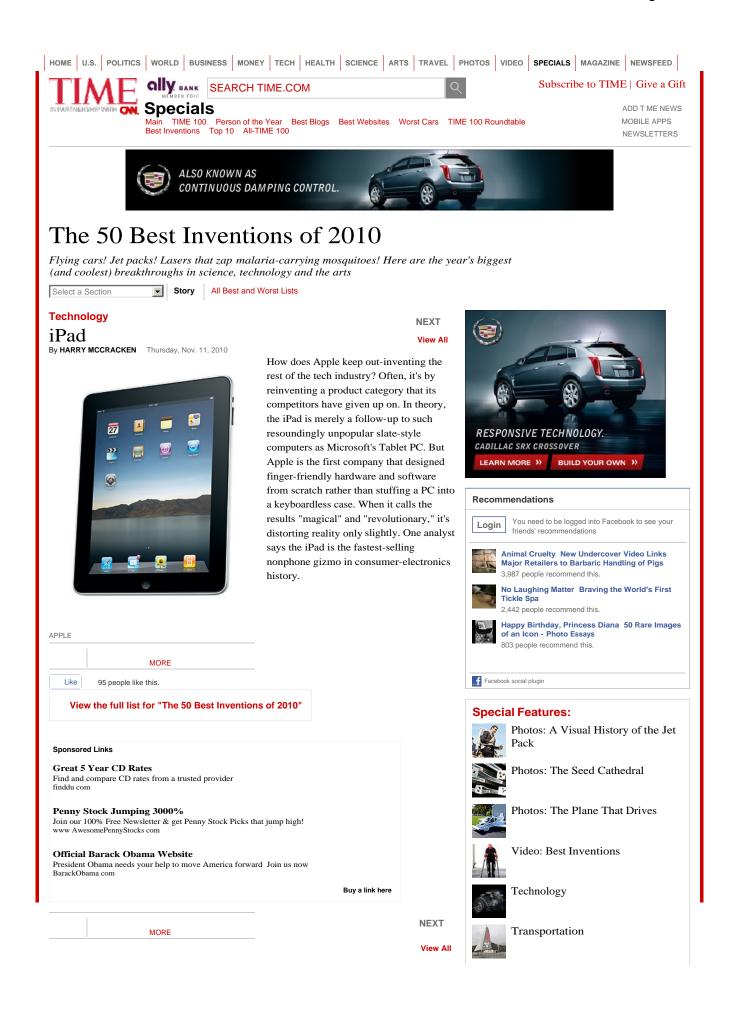
# Exhibit 44







Gadgets 2 of 12



After years of companies trying to cram a computer into a tablet—the resulting boxes have been too heavy, the software too sparse, the screen too small—Apple made what everyone wanted: a sleek device with a gorgeous screen and a dead- simple interface that makes you want to sit back and play. The trick? Rather than shrink a computer, enlarge a phone. By using the same multitouch gestures and App Store as

the iPhone, Apple created an intimate gadget for updating your Facebook status, watching a movie, or reading a magazine. Making it look simple, though, is complicated.

The 9.7-inch high-definition screen is the best example yet of in-plane switching, in which liquid crystals are aligned to allow a wider viewing angle than regular LCDs, and its speedy one-gigahertz processor is still efficient enough to run for nearly nine hours on a single charge. Apple sold three million in the first 80 days (more than the iPod or iPhone); now companies are rushing LCD tablets to market. The iPad, something between phone and computer, is what we always hoped a gadget could be. \$500–\$830.



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# The winners of the 2010 Engadget Awards -- Editors' Choice

By Engadget staff oposted Feb 25th 2011 2:02PM



The results are in, and well over 100,000 of you voted in the 2010 Engadget Awards The Readers' Choice picks were just the tip of the iceberg, friends, That's right, the editors of Engadget have opinions, too, and here they are. Join us after the break for the year that was 2010 in gadgets



## Gadget of the Year Apple iPad

The iPad won this one going away — there's just no denying the influence Apple's tablet had on the industry this year But we think the Evo 4G will be remembered as the first of an entirely new breed of smartphones, and that's pretty amazing too

Runner-up: HTC Evo Runner-up: HTC Evo

Runner-up: Apple MacBook Air



## Worst Gadget of the Year Microsoft Kin

Though it might not be the single worst product we saw in 2010, the sheer magnitude of the Kin's failure -- measured in the hundreds of millions of dollars -- takes it to the top of our list

Runner-up: Fusion Garage JooJoo

## Most Anticipated Gadget Sony NGP

iOS may be leading next phase of the mobile gaming revolution, but the NGP oozes raw power that's light years ahead of any other gaming handheld ever announced We like power

Runner-up: HP TouchPad



### FEATURED BREAKING



R M gets handed open letter from disgrun led employee, quickly responds in kind

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4 hours ago



Olympus PEN E-P3, PEN E-PL3, and PEN E-PM1 hands-on

Google Statement of the Control of t

Google+ for Android app (hands -on)

11 hours ago



Skype 2.0 brings two-way video calling to Nexus S, Desire S, Xperia Neo and Xperia Pro

15 hours ago





# Phone of the Year Apple iPhone 4

We went endlessly back and forth on this one, but in the end the iPhone 4 won out -- it's simply a more polished device than the Evo, and it set a dramatic new quality standard for mobile displays



## Desktop of the Year Custom

Let's face it: Desktops are on their way out Primo parts are preponderant, but the best machine you can buy today is the one you build yourself We'll continue to write about towers on Engadget, if innovative ones appear, but unless there's substantive change, we're retiring Desktop of the Year



## Laptop of the Year HP Envy 14

Sure, HP unleashed its Envy line last year, but the Envy 14 corrected all of the original wrongs Its aluminum chassis, Core i5 power, and Radiance display, truly make it the best PC on the market That said, there's no denying the significance of the MacBook Air's new solid-state storage and speedy resume times



#### Netbook of the Year

#### **ASUS Eee PC 1215n**

The ASUS Eee PC 1215N is the netbook evolved Thanks to the 12 1-inch laptop's NVIDIA Ion graphics and dual-core Atom processor, it can handle gaming and full HD Google's Cr-48 may stand in stark contrast to that, but it's got one beautifully minamilstic chassis and is the first laptop to come with Chrome OS

Runner-up: Google Cr-48



## Digital Camera of the Year Canon EOS Rebel t2i

1080p video at both 24 and 30fps for well under \$1,000 Need we say more? The T2i set a new bar for mass-market DSLR video performance, and 18 7 megapixel stills at ISO 6400 are nothing to sneeze at, either

Runner-up: Sony NEX



## E-reader of the Year Amazon Kindle 3

The Kindle 3 isn't necessarily the most exciting e-reading product we saw last year, but its ubiquity and price point have legitimized the market in a way nobody else has The fact that it's almost impossibly small and light doesn't hurt, either

Runner-up: Nook Color



## MOST COMMENTED

The most commented posts on Engadget over the past 24 hours

Google+ users can now send email invites, brag about being into the service before it was cool

HP TouchPad review

1297

HTC Eternity leaked: 1.5GHz processor, 4.7-inch display, frontfacing camera

Google+ for Android app (hands-

Google+ invite received, 1636 we go hands-on

## **ON TWITTER**

Trending posts from Engadget on Twitter, updated hourly

Pic3D sheet brings glasses-free 3D to iPhone for \$25 -- Engadget

RIM gets handed open letter from disgruntled employee, quickly responds in kind --Engadget

Acer planning a sliding Android tab for the holidays, won't fit in your stocking -- Engadget

165

532



### Display of the Year **Corning Gorilla Glass**

Though it was invented decades ago, Corning's Gorilla Glass finally found its calling in 2010 with a plethora of manufacturer agreements for phones and tablets, and it's helped to take some of the worry out of throwing your gadget in a bag or pocket unprotected

Runner-up: Apple Retina Display



### Game Console of the Year **Xbox 360S**

How many new game consoles came out this year? Not many, but the one that kept us playing longest was our shiny black Xbox The Xbox 360 S made an already-great system more reliable, and the Kinect is poised to do amazing things Honorable mention: OnLive, for making cloud-based gaming real

Runner-up: OnLive Game System



### Game Accessory of the Year Microsoft Kinect

What's the best thing you can buy for your game console, other than another disc? We'd recommend a motion controller, like the Kinect or PlayStation Move Unfortunately, neither shipped with a killer app, but we'd give Kinect the edge -- hacks demonstrate the potential for fabulous game experiences

Runner-up: PlayStation Move



### **GPS** Device of the Year Garmin nuvi 3790T

Standalone GPS devices may be on their way out, but Garmin's still showing folks how it's done with its nuvi 3790t -- a sleek, featurepacked unit that almost makes us wish it were a phone If you're not the standalone sort, however, the latest version of Google Maps for Android is tough to beat

Runner-up: Google Maps v5



### **HDTV** of the Year **Panasonic VT25**

3D features may be the headliners for our winner and runner up, but amazing 2D image quality propelled Panasonic's VT25 to the top of the wanted lists and Sony's slick monolith style plus local dimming LEDs were a close second

Runner-up: Sony Bravia HX909



### **Home Entertainment Device**

Netflix's Watch Instantly was unquestioned in its status as a must-have app for media devices this year (want to know why Boxee didn't win for 2010?) while the iPad found a surprisingly cozy place as remote control / second screen for your TV watching pleasure

> Runner-up: Apple iPad Runner-up: Parrot A R Drone

Runner-up: Cowon X7 Runner-up: GRASP Labs quadrocopters

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IBM develops 'instantaneous' memory. 100x faster than flash --Engadget

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TUAW Looking back at Apple's Cube, ten years

Nielsen study shows climbing iPhone sales in the US

TECHCRUNCH Pool Party: Google Has Their Own Secret Photo-Sharing App Too - Built By Slide



## Peripheral of the Year Microsoft Kinect

Microsoft's Kinect 3D depth camera was originally designed for the Xbox 360, but it proved to be the year's most fantastic hackable toy when interfaced with a PC Our runner-up: the first mass-market quadrocopter, the AR Drone, a veritable flying platform for hacks of its own





# Portable Media Device Apple iPod Touch

Now in its fourth generation, the iPod touch is more dominant than ever, and with good reason It's caught up to the iPhone 4 in terms of most key specs, and the App Store remains a huge advantage over the rest of the non-phone competition If storage and sound quality is key, though, the Cowon X7 is tops



## Robot of the Year NASA Robonaut 2

Shuttle delays pushed its trip to space into 2011, but Robonaut 2's been ready to go for months, and has offered us all a hope that humans and robots can work together in harmony GRASP Labs' quadrocopters, on the other hand, are terrifying autonomous bots that can move in packs and fly through hoops



### Tablet PC of the Year

#### Apple iPad

Love it or hate it, it's hard to argue that the iPad didn't set off this year's tablet mania encompassing dozens of manufacturers and virtually every major mobile platform — and its influence will likely be felt in the industry for years to come Oh, and it's a pretty solid device in its own right, too





### Wearable Device of the Year Jawbone Icon

Jawbone has emerged as one of the premier Bluetooth headset manufacturers, thanks largely to its NoiseAssassin technology that it's been refining over the past several years The Icon is no exception -- and its support for software updates is a nice bonus

Runner-up: iPod Nano



### Wireless Device or Tech Verizon LTE

Though it was beaten to the US market by MetroPCS, Verizon's deployment of LTE marks the beginning of a sea change in the American wireless industry -- a change that'll bring us much faster data

Runner-up: AirPlay

#### TECH

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Communication



The event of communication

"Quality is not a thing. It is an event." In his book "Zen and the Art of Motorcycle Maintenance", American author Robert Maynard Pirsig expands the exploration of quality into metaphysics. For him quality is perceivable only within the complexity of structures -its characteristic exists beyond the objectively tangible matter and extends far beyond that. The iPad by Apple is such a product of extraordinary quality, the interactive possibilities of which cast their spell on the user almost immediately. Vivid user experiences are provided also by the way in which the highly precise and responsive touchscreen allows one to physically interact with applications and content -as quickly and comfortably as with a home computer. A large part of this sensually captivating experience is also due to the design of the iPad's display: featuring innovative IPS technology, it delivers almost three-dimensional images that are clearly visible even from disadvantageous viewing angles. Like the iPhone's screen, this display reacts immediately by repositioning itself to the user's viewing angle. The iPad is also an aesthetic event: the enclosure weighs in at only 700 grammes and its softly rounded edges are pleasing to the touch. With its integrated Web browser, its high-performance processor and up to 64 GB of memory, this tablet computer fulfils the requirements for, for instance, sending large amounts of data, watching video clips and downloading music. Thus designed and technically equipped, the iPad offers communication and interactive experiences with a new design and level of quality -it touches and fascinates its users each day anew.

2010 | 1993 - 2009 «-- | --»

#### iPad

red dot award: product design 2010

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Apple, Inc., USA [home]

In-house design

Apple Industrial Design Team, USA

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