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Research & Study: Competitor's GUI study

Samsung Galaxy S1
vs.
- Competitior's Android phones,
- (Non-Android) Smart phones &
- Samsung Android Phones for 2 different carriers

SAMNDCA11112967

PLAINTIFF'S EXHIBIT NO. 179
United States District Court
Northern District of California
No. 11-CV-01846-LHK (PSG)
Apple Inc. v. Samsung Elecs.
Date Admitted:_____ By:_____

배상원 1011281 UX디자인 파트(무림)

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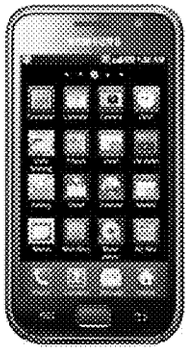
Competitors' Product lists for GUI study

Android Phones

Samsung

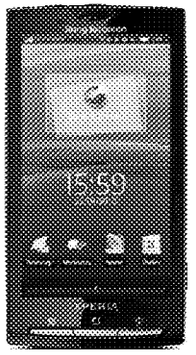


Galaxy S1

Google

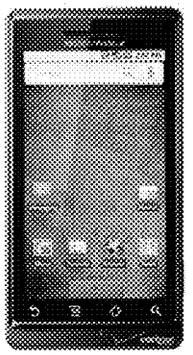
Nexus One

Sony Ericsson



Xperia X10

Motorola

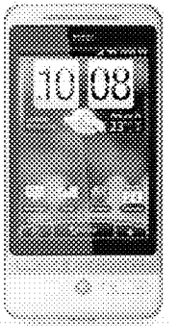


Milestone

Cliq

HTC

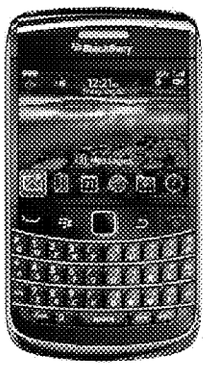
Desire



Hero

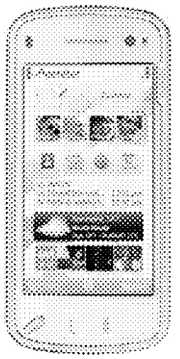
Non-Android Phones

RIM



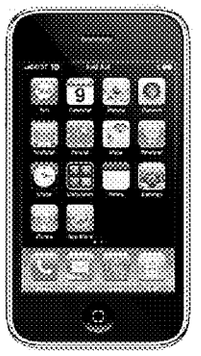
Blackberry Bold9700

Nokia



Nokia N97

Apple



i-phone 3Gs

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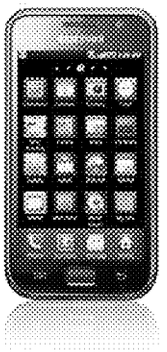
Samsung	Galaxy S1



OS	Android 2.1(Éclair)
UI	**Samsung Android UI(TouchWiz 3.0)**

Size	64.2X122.4X9.9mm
Weight	118g
Display	4.0" Super AMOLED (OCTA) WVGA
Pixel	480X800
Touchscreen	Multi-touch
Keyboard	Virtual
Color	Black

GUI
Look & Feel: Crispy, Coloful, Smooth, Fresh Color: Font: Droid Sans Icons: Detailed full color icons, Glossy, Various Colored - square buttons with rounded corners

Screen Design

SAMNDCA11112969

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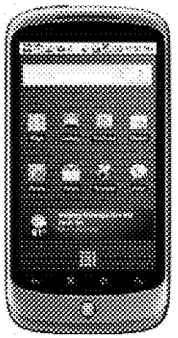
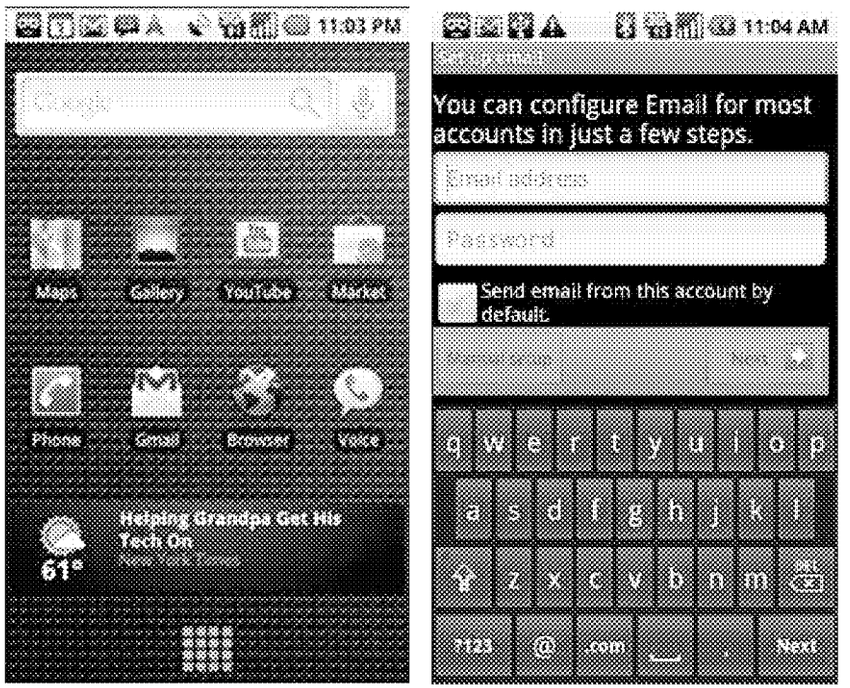
Google	Nexus One



OS	Android 2.1(Éclair)
UI	Google(GED)

Size	59.8X119X11.5
Weight	130g
Display	3.7" AMOLED WVGA
Pixel	480X800
Touchscreen	Capacitive
Keyboard	Virtual
Color	2 tone gray

GUI
Look & Feel: Not fancy, Convenient, Neat, Grey -> Upgradable Look, old apple GUI feel Color: Font: Droid Sans Icons: Neat, Standard drawing & type icons



Screen Design

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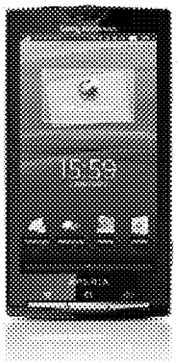
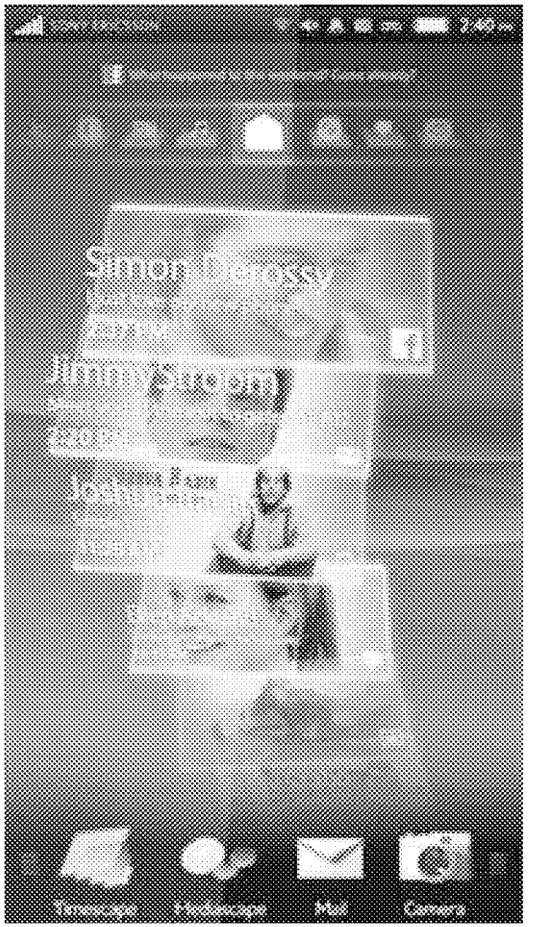
Sony Ericsson	Xperia X10

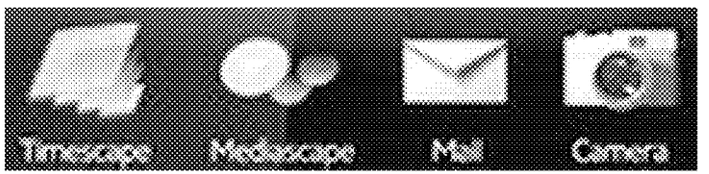


OS	Android 2.0
UI	**Nexus(Rachael) UI**

Size	63X119X13
Weight	135g
Display	4.0" TFT WVGA
Pixel	480X854
Touchscreen	Capacitive
Keyboard	Virtual
Color	Black, White

GUI
Look & Feel: Cold, Sleek, Futuristic, Neat Color: Font: * Icons: Dimetional, Clean, Sharp / Blue & White Color - > Consistent Feel





Screen Design

SAMNDCA11112971

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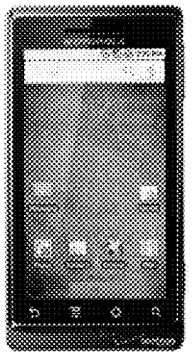
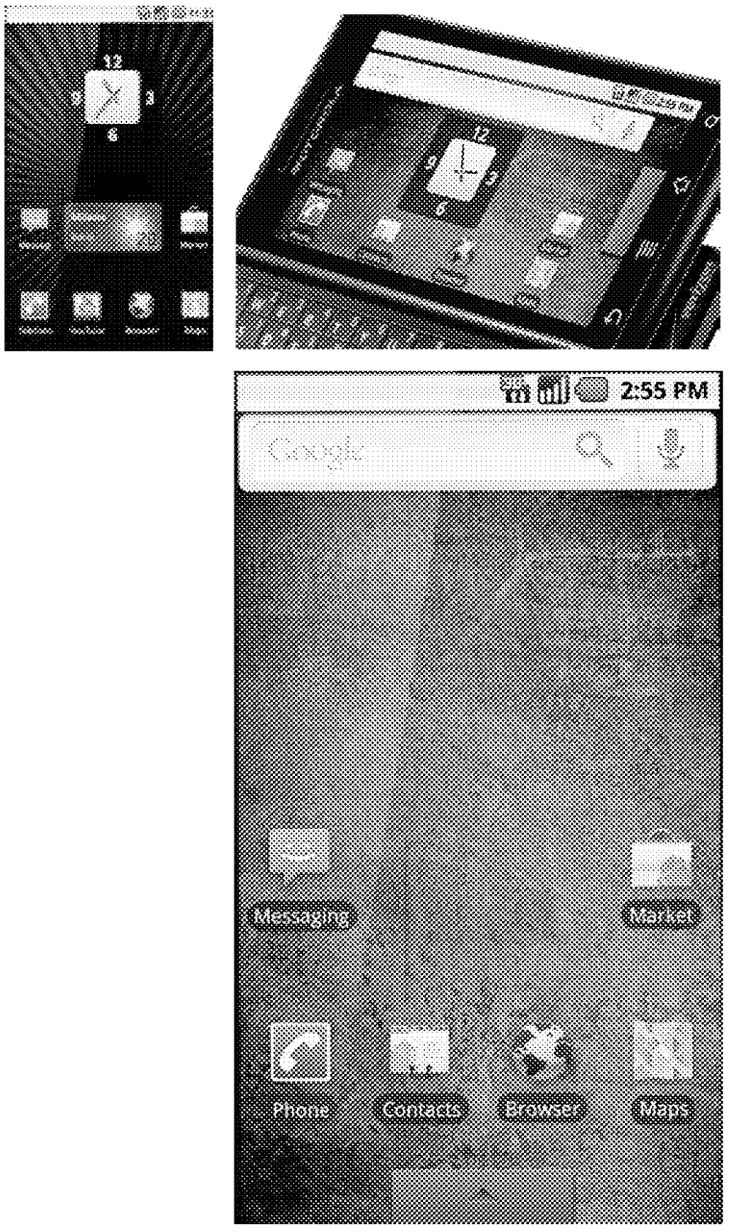
Motorola	Droid Milestone



OS	Android2.0 (Éclair)
UI	Google(GED)

Size	60X115.80X13.70
Weight	169g
Display	3.7" TFT WVGA
Pixel	480X854
Touchscreen	Capacitive
Keyboard	Slider QWERTY
Color	Black

GUI
Look & Feel: Hard, Cool, Gray, Neat <- Wallpaper, Clock Color: Font: Droid Sans Icons: identical GED icons, Neat, Standard



Screen Design

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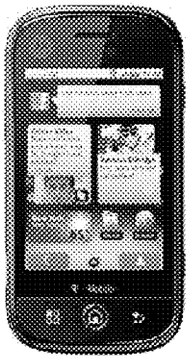
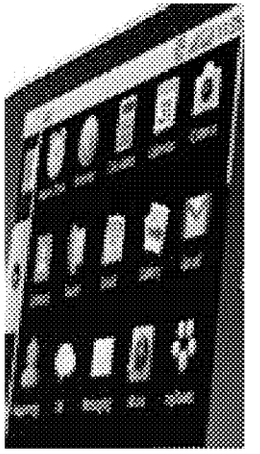
Motorola	Cliq

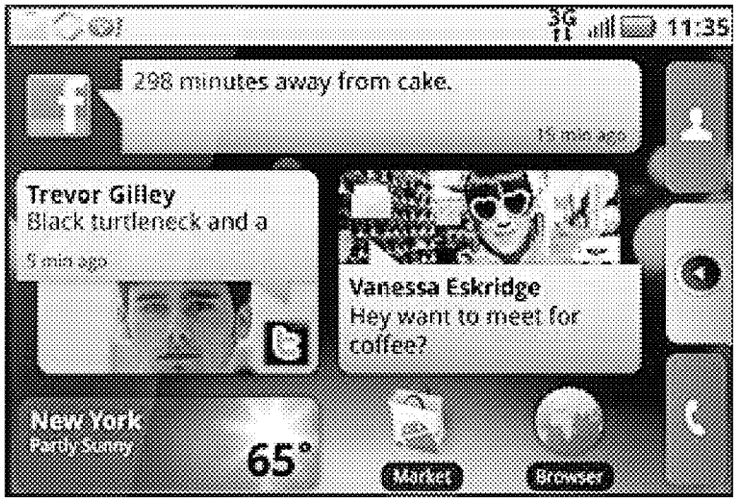


OS	Android 1.5
UI	**MOTOBLUR UI**

Size	58X114X15.6
Weight	163g
Display	3.1" TFT HGVA
Pixel	320X480
Touchscreen	Capacitive
Keyboard	Slider QWERTY
Color	Titanium, White

GUI
Look & Feel: Cooler, Younger, a little Cute, Neat Color: Font: Droid Sans Icons: some 2.5D icons, Lighter, Softer rendered icons than GED icons





Screen Design

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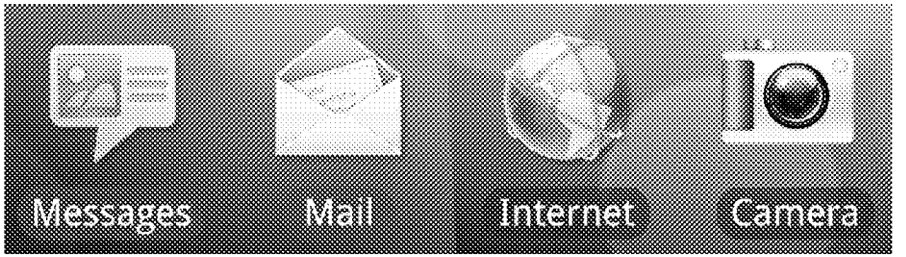
HTC | Desire

OS	Android2.1 (Éclair)
UI	**HTC Sense UI**

Size	119X60X11.9
Weight	135g
Display	3.7" AMOLED WVGA
Pixel	480X800
Touchscreen	Capacitive
Keyboard	Virtual
Color	Two tone gray

GUI
Look & Feel: Crispy, Clear, Light, Comfortable Color: Font: Droid Sans Icons: Upgraded look of GED icons, Lighter, Softer, Brighter, Dimentional Design



Screen Design

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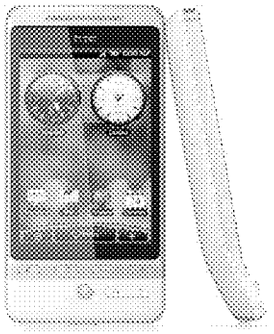
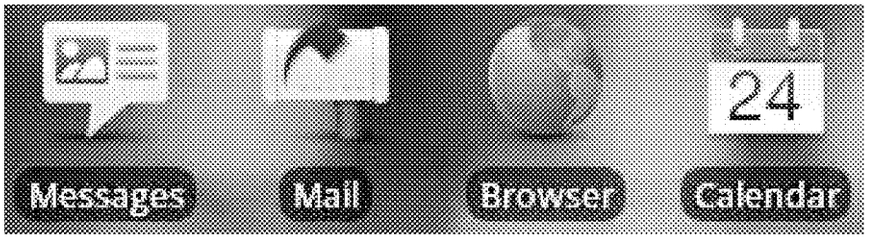
HTC	Hero

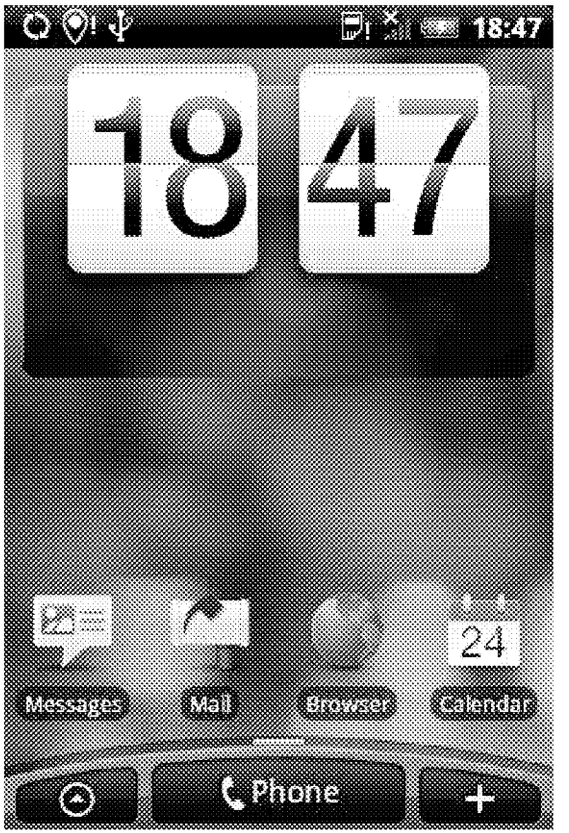


OS	Android
UI	**HTC Sense UI**

Size	112X56.2X14.35
Weight	135g
Display	3.2" TFT HVGA
Pixel	320X480
Touchscreen	Capacitive
Keyboard	Virtual
Color	Black, White

GUI
Look & Feel: Smooth Shape & Gray, Cute Gadget Color: Font: Droid Sans Icons: Identical GED icons, but Upgraded look, Standing objects w Shadow, Neat icons





Screen Design

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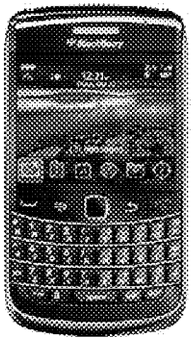
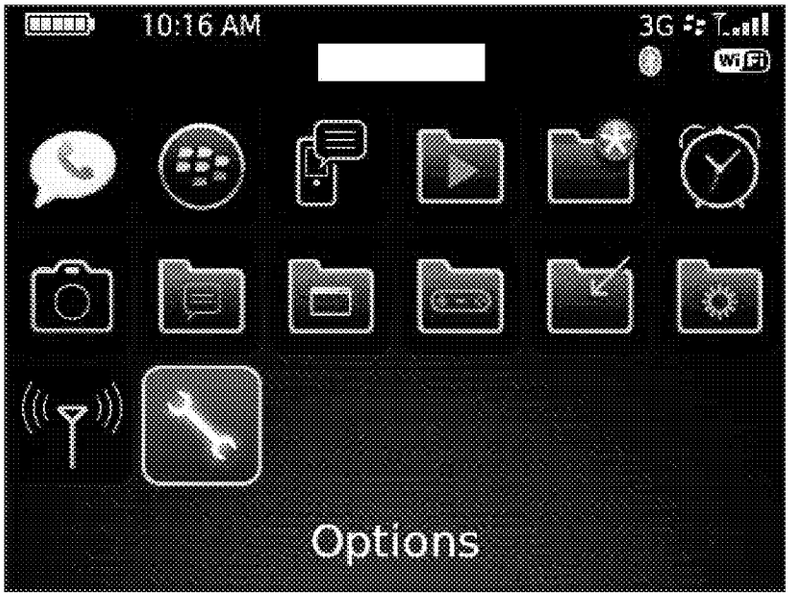
RIM	BlackBerry Bold 9700

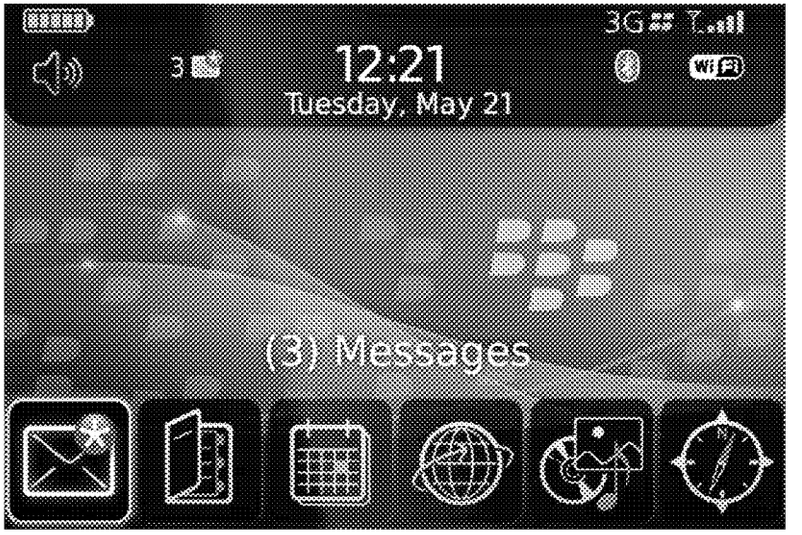


OS	Blackberry OS 5.0
UI	**Blackberry UI**

Size	60 X 109 X 14.1
Weight	122 g
Display	2.44" TFT HVGA
Pixel	480X360
Touchscreen	Disable / Trackpad nav
Keyboard	Full QWERTY keyboard
Color	Black

GUI
Look & Feel: Simple, Easy, Empasis Color: Font: * Icons: LineArt, Rounded, Simple Icons w Strong Promary Colors





Screen Design

SAMNDCA11112976

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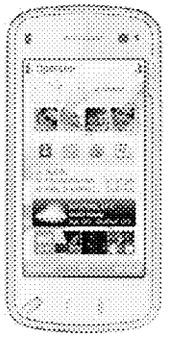
Nokia	Nokia N97



OS	Symbian OS9
UI	*

Size	117X55X15
Weight	148g
Display	3.5" TFT
Pixel	360 x 640
Touchscreen	Capacitive
Keyboard	Full QWERTY keyboard
Color	White, Black

GUI
Look & Feel: Clean, Sharp, Neat, Light, Feminine Color: Font: * Icons: Simple, Light, Cut-Out Paper-feel icons Pastel Colors

Screen Design

SAMNDCA11112977

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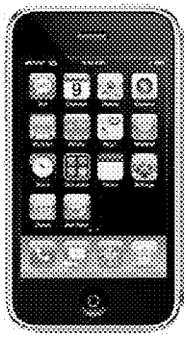
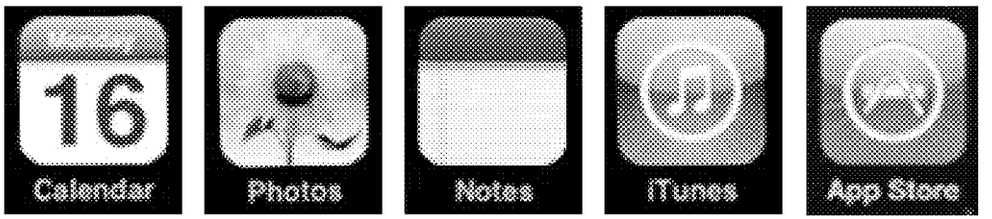
Apple	i - phone 3Gs





OS	Mac OS X v.10.4.11
UI	**Apple UI**

Size	62.1X115.5X12.3
Weight	134g
Display	3.5" HVGA
Pixel	480X320
Touchscreen	Multi-touch
Keyboard	Virtual
Color	White, Black

GUI
Look & Feel: Pure, Clear, Soft, Transparent <- **Aqua** Theme **GUI** Color: Font: * Icons: Buttons w Aqua feel

Screen Design

SAMNDCA11112978

Plaintiff's Exhibit No. 179.13

TRANSLATION

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Current Samsung Android GUI Design

- Attempts Samsung's unique UI/GUI called Samsung UI (Touch Wiz), just like competitors
- Endeavoring to make good use of Samsung's strength in display technology: more detailed and colorful GUI than the competitor companies
- Influence of i-Phone's GUI: Google's GED GUI has techie feel / Samsung's GUI has Apple-like design feel
- Especially in the US market, depending on the telecommunications carrier*/ wants to furnish with GUI theme differentated according to model

Current Competitors GUI Design

- Each competitor endeavoring to move away from Google GED and have a UI/GUI with a differentiated identity
- Influence of i-Phone's GUI: The recognized influence of Aqua theme GUI is great
- Competitors' GUI change per telecommunications carrier is not great; slight differences in feel, detail among icons

SAMNDCA11112979

Plaintiff's Exhibit No. 179.14

TRANSLATION

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Samsung GUI Differentiation

* Per telecommunications carrier / per each model differentiated GUI

- **AT&T**: Preference for GUI maintained as-is

case1) Keplar: GUI implemented almost identical to S1 / icon added, power animation

⇨ Direction of GUI characteristics: Smart, sleek and cool, but more elegant and intelligent than T-mobile

- **T Mobile**: In general, differentiated GUI depending on model

case1) Supersonic: Add slightly Glossy Skin / Tap Bar with rounded corner
Decreased color saturation for a little more transparent and cool feeling

case2) SideKick: Furnished with trendy and funky graphic style preferred by youths to match the distinctive product concept

⇨ Direction of GUI characteristics: Cool GUI preferred by young Americans

SAMNDCA11112980

Case5:11-cv-01846-LHK Document1973-11 Filed09/18/12 Page15 of 31

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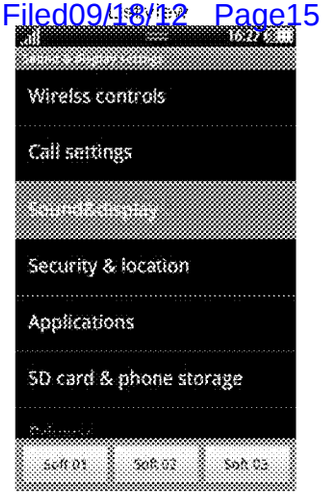
AT&T

Idle Screen

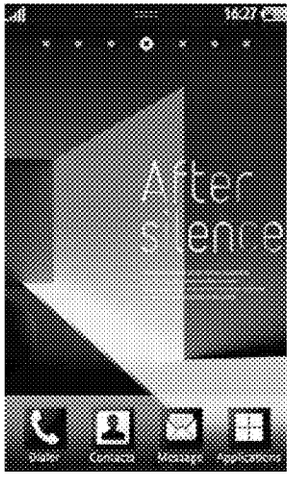
List view



Tab view

Pop up screen

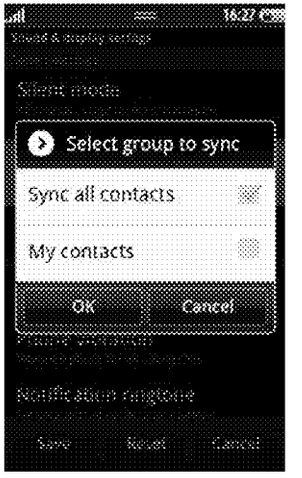
T-Mobile



Menu

Menu

Listview



Tab view

SAMNDCA11112981

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6397 Thornhill Dr.
Oakland, CA 94611

schroepfer@gmail.com
seobanseok@gmail.com

Certificate of Translation

23 July 2012

I hereby certify that the Korean to English translation of pages SAMNDCA11112979 and SAMNDCA11112980 of the document with the beginning Bates number SAMNDCA11112967 is an accurate and complete rendering of the contents of the source document to the best of my knowledge, except for the word "TRANSLATION" at the upper right corner of each translated page. I further certify that I am competent in both languages and have twenty years of professional experience in Korean to English translation.

By: _____
Peter Mauro Schroepfer

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Research & Study: Competitor's GUI study

Samsung Galaxy S1
vs.
- Competitior's Android phones,
- (Non-Android) Smart phones &
- Samsung Android Phones for 2 different carriers

SAMNDCA11112967

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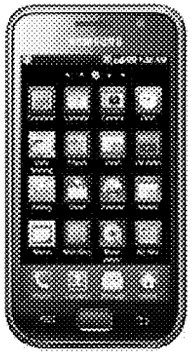
Competitors' Product lists for GUI study

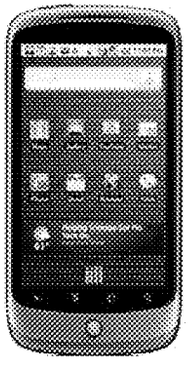
Android Phones

Samsung



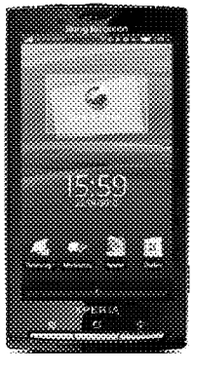
Galaxy S1

Google



Nexus One

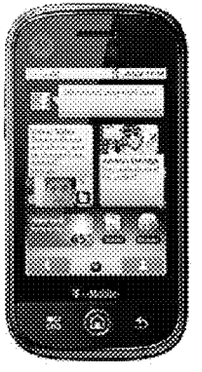
Sony Ericsson



Xperia X10

Motorola

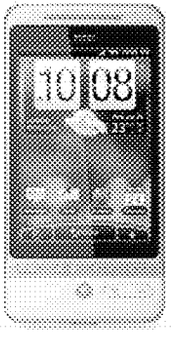
Milestone



Cliq

HTC

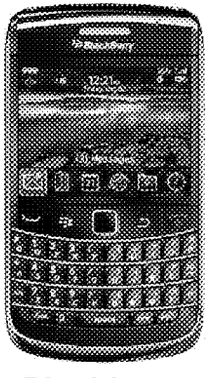
Desire



Hero

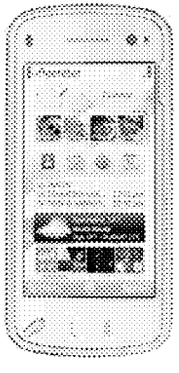
Non-Android Phones

RIM



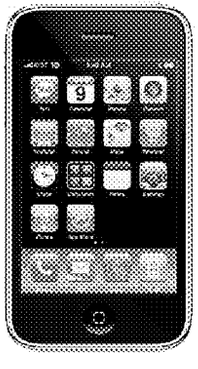
Blackberry Bold9700

Nokia



Nokia N97

Apple



i-phone 3Gs

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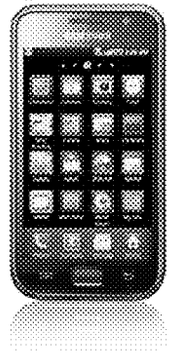
Samsung	Galaxy S1



OS	Android 2.1(Éclair)
UI	**Samsung Android UI(TouchWiz 3.0)**

Size	64.2X122.4X9.9mm
Weight	118g
Display	4.0" Super AMOLED (OCTA) WVGA
Pixel	480X800
Touchscreen	Multi-touch
Keyboard	Virtual
Color	Black

GUI
Look & Feel: Crispy, Coloful, Smooth, Fresh Color: Font: Droid Sans Icons: Detailed full color icons, Glossy, Various Colored - square buttons with rounded corners

Screen Design

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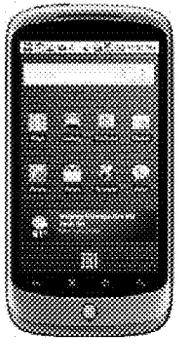
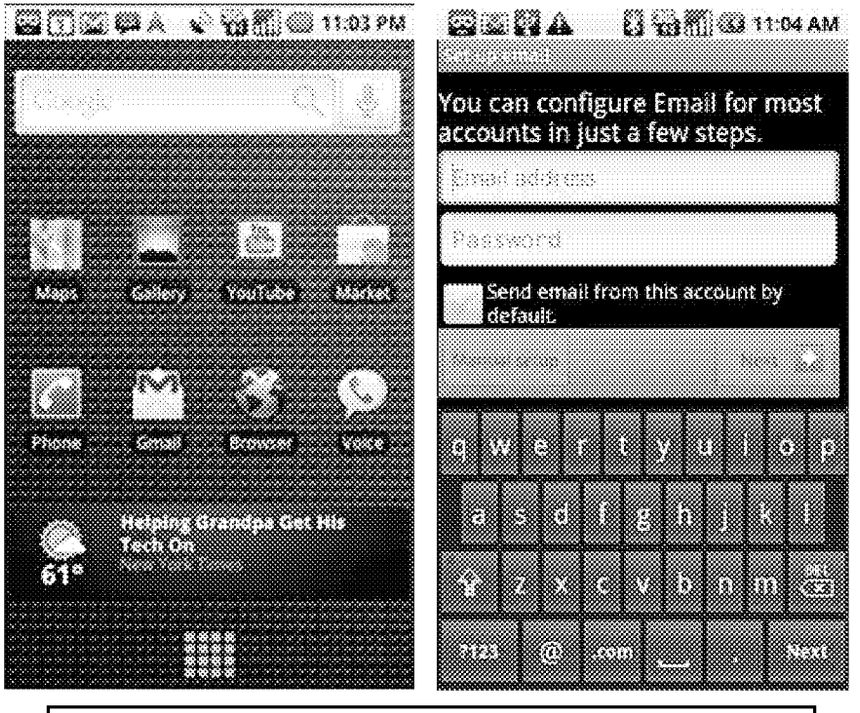
Google	Nexus One



OS	Android 2.1(Éclair)
UI	Google(GED)

Size	59.8X119X11.5
Weight	130g
Display	3.7" AMOLED WVGA
Pixel	480X800
Touchscreen	Capacitive
Keyboard	Virtual
Color	2 tone gray

GUI
Look & Feel: Not fancy, Convenient, Neat, Grey -> Upgradable Look, old apple GUI feel Color: Font: Droid Sans Icons: Neat, Standard drawing & type icons



Screen Design

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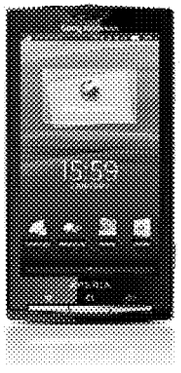
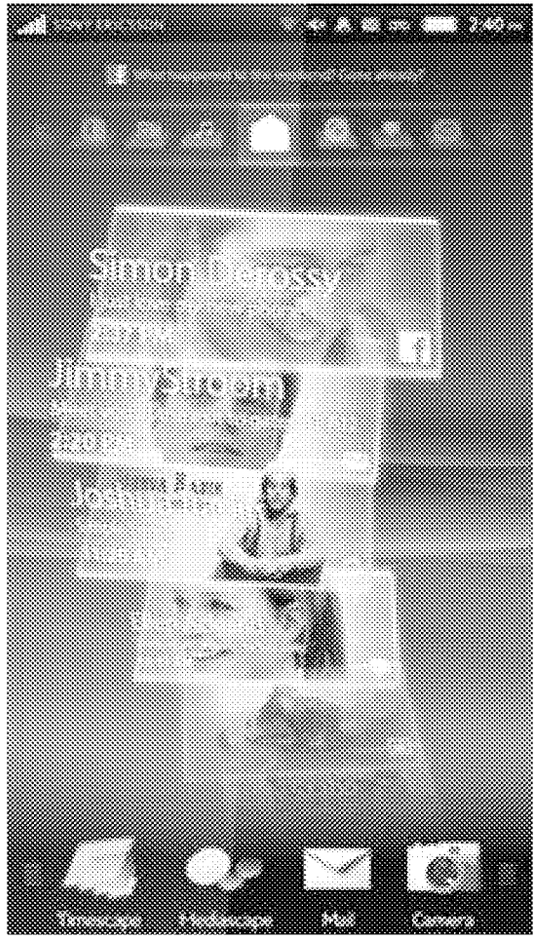
Sony Ericsson	Xperia X10



OS	Android 2.0
UI	**Nexus(Rachael) UI**

Size	63X119X13
Weight	135g
Display	4.0" TFT WVGA
Pixel	480X854
Touchscreen	Capacitive
Keyboard	Virtual
Color	Black, White

GUI
Look & Feel: Cold, Sleek, Futuristic, Neat Color: Font: * Icons: Dimetional, Clean, Sharp / Blue & White Color - > Consistent Feel



Screen Design

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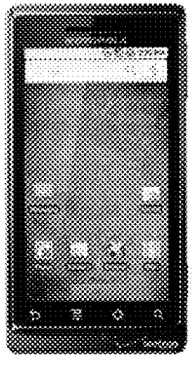
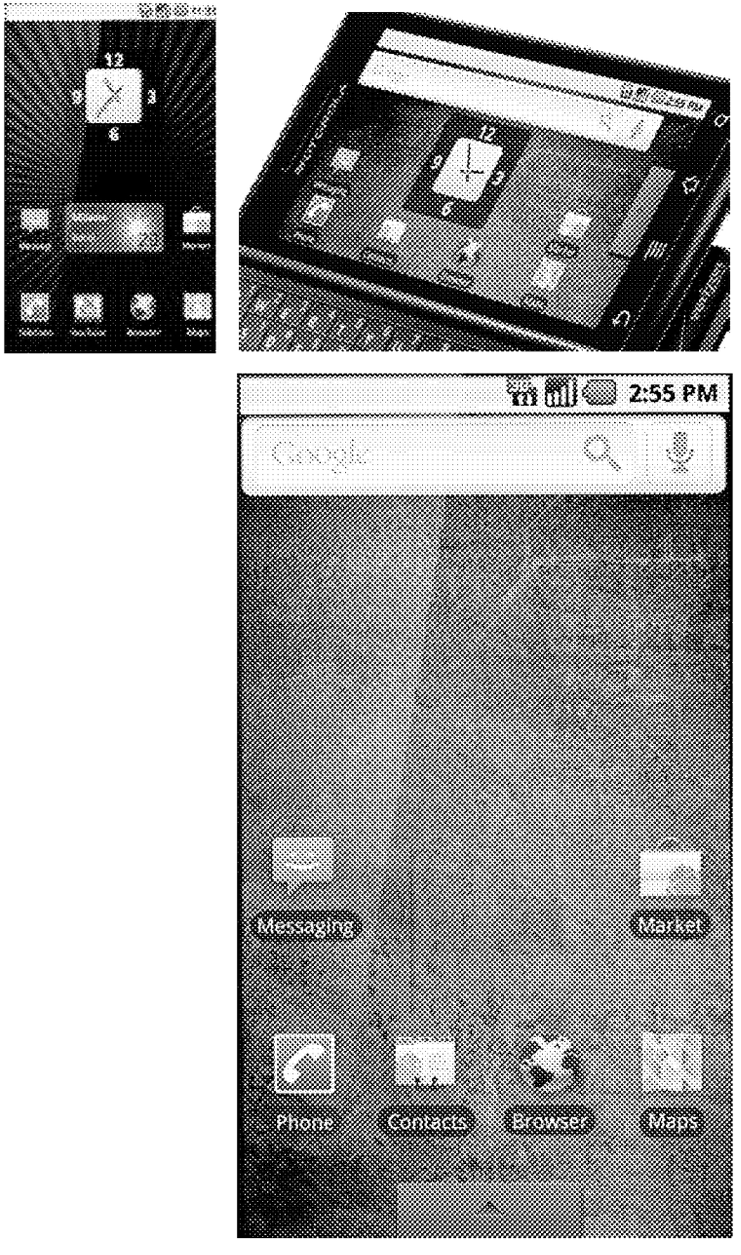
Motorola	Droid Milestone



OS	Android2.0 (Éclair)
UI	Google(GED)

Size	60X115.80X13.70
Weight	169g
Display	3.7" TFT WVGA
Pixel	480X854
Touchscreen	Capacitive
Keyboard	Slider QWERTY
Color	Black

GUI
Look & Feel: Hard, Cool, Gray, Neat <- Wallpaper, Clock Color: Font: Droid Sans Icons: identical GED icons, Neat, Standard



Screen Design

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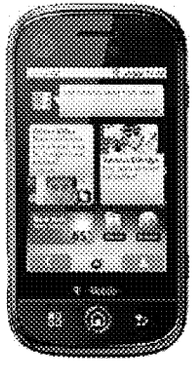
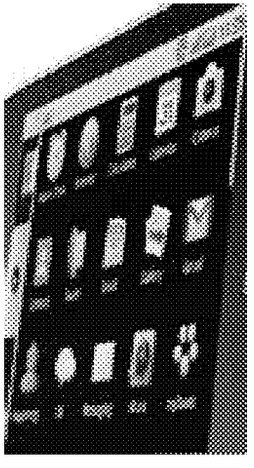
Motorola	Cliq

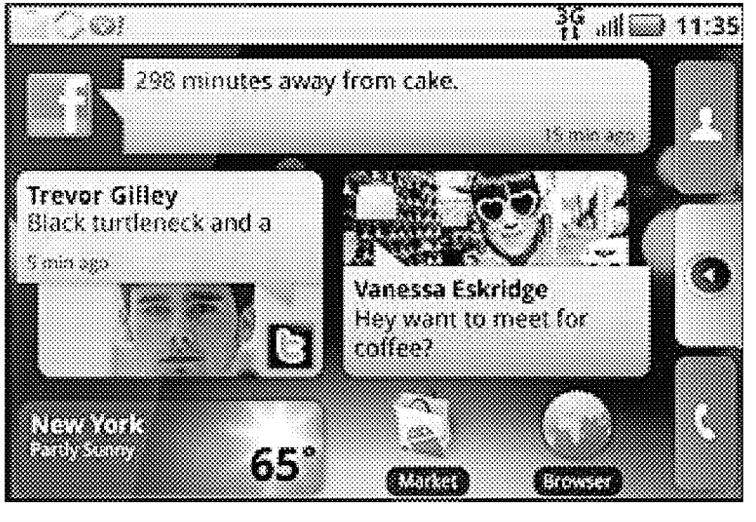


OS	Android 1.5
UI	**MOTOBLUR UI**

Size	58X114X15.6
Weight	163g
Display	3.1" TFT HGVA
Pixel	320X480
Touchscreen	Capacitive
Keyboard	Slider QWERTY
Color	Titanium, White

GUI
Look & Feel: Cooler, Younger, a little Cute, Neat Color: Font: Droid Sans Icons: some 2.5D icons, Lighter, Softer rendered icons than GED icons





Screen Design

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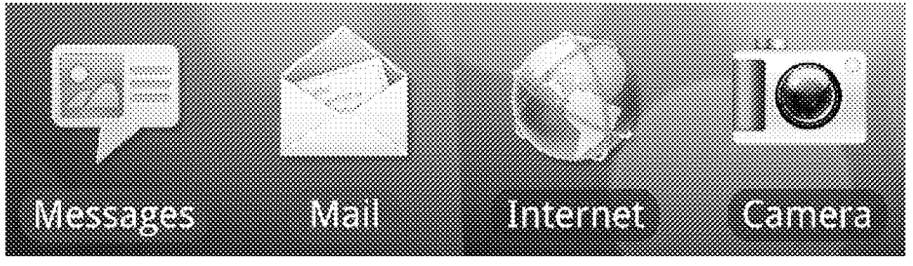
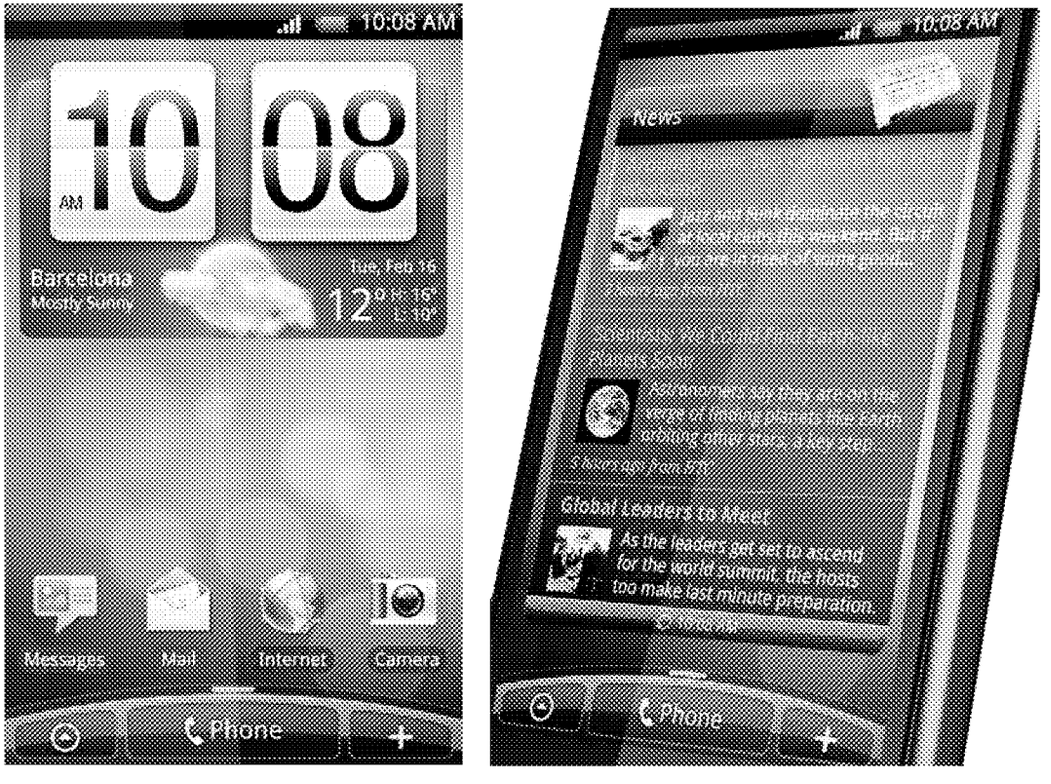
HTC Desire

OS	Android2.1 (Éclair)
UI	**HTC Sense UI**

Size	119X60X11.9
Weight	135g
Display	3.7" AMOLED WVGA
Pixel	480X800
Touchscreen	Capacitive
Keyboard	Virtual
Color	Two tone gray

GUI
Look & Feel: Crispy, Clear, Light, Comfortable Color: Font: Droid Sans Icons: Upgraded look of GED icons, Lighter, Softer, Brighter, Dimentional Design





Screen Design

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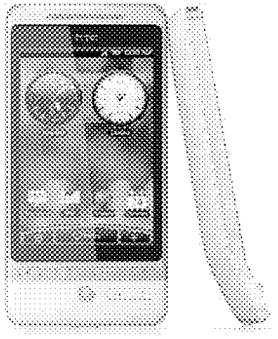
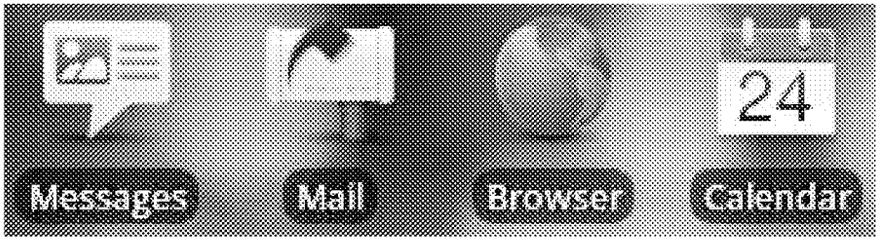
HTC	Hero



OS	Android
UI	**HTC Sense UI**

Size	112X56.2X14.35
Weight	135g
Display	3.2" TFT HVGA
Pixel	320X480
Touchscreen	Capacitive
Keyboard	Virtual
Color	Black, White

GUI
Look & Feel: Smooth Shape & Gray, Cute Gadget Color: Font: Droid Sans Icons: Identical GED icons, but Upgraded look, Standing objects w Shadow, Neat icons



Screen Design

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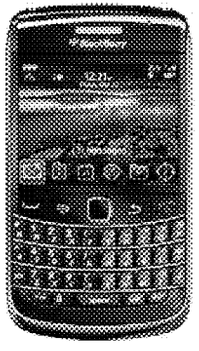
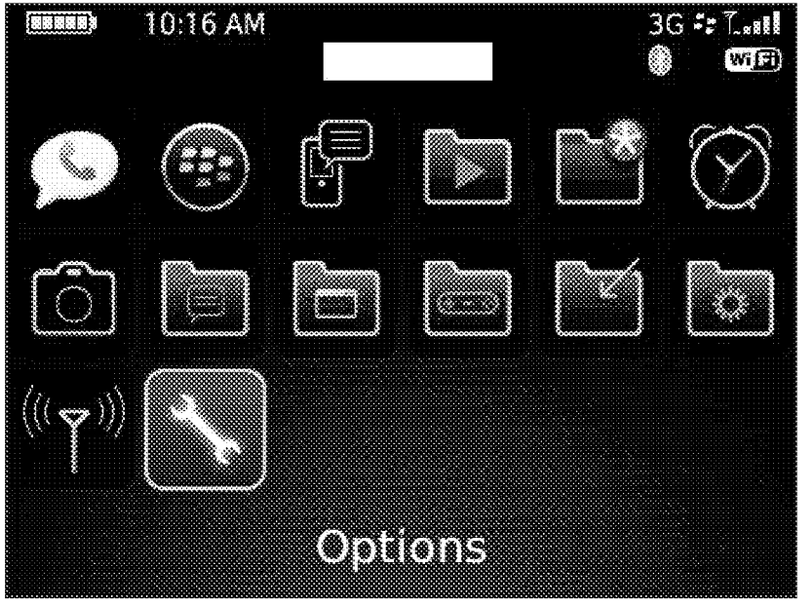
RIM	BlackBerry Bold 9700

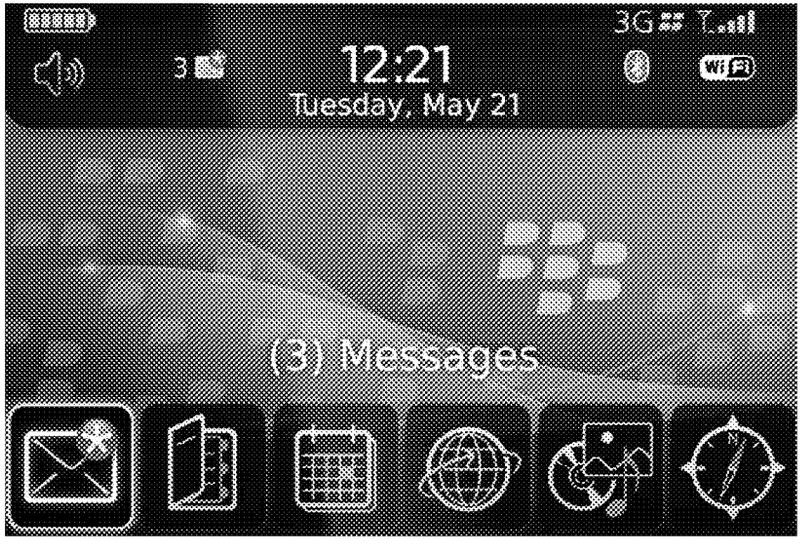


OS	Blackberry OS 5.0
UI	**Blackberry UI**

Size	60 X 109 X 14.1
Weight	122 g
Display	2.44" TFT HVGA
Pixel	480X360
Touchscreen	Disable / Trackpad nav
Keyboard	Full QWERTY keyboard
Color	Black

GUI
Look & Feel: Simple, Easy, Empasis Color: Font: * Icons: LineArt, Rounded, Simple Icons w Strong Promary Colors





Screen Design

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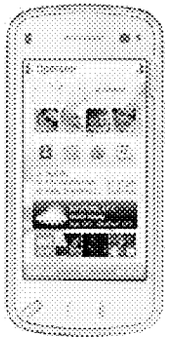
Nokia	Nokia N97



OS	Symbian OS9
UI	*

Size	117X55X15
Weight	148g
Display	3.5" TFT
Pixel	360 x 640
Touchscreen	Capacitive
Keyboard	Full QWERTY keyboard
Color	White, Black

GUI
Look & Feel: Clean, Sharp, Neat, Light, Feminine Color: Font: * Icons: Simple, Light, Cut-Out Paper-feel icons Pastel Colors

Screen Design

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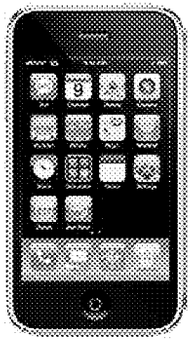
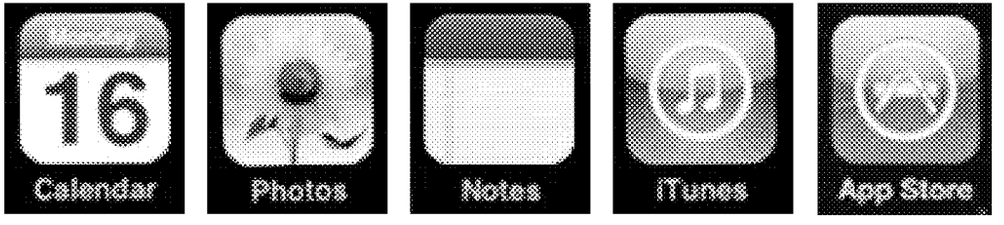
Apple	i - phone 3Gs





OS	Mac OS X v.10.4.11
UI	**Apple UI**

Size	62.1X115.5X12.3
Weight	134g
Display	3.5" HVGA
Pixel	480X320
Touchscreen	Multi-touch
Keyboard	Virtual
Color	White, Black

GUI
Look & Feel: Pure, Clear, Soft, Transparent <- **Aqua** Theme **GUI** Color: Font: * Icons: Buttons w Aqua feel

Screen Design

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Current Samsung Android GUI Design

- 경쟁사들과 동일하게 Samsung UI(Touch Wiz)라는 Samsung 고유의 UI/GUI를 시도 함
- Samsung의 Display기술장점을 잘 활용하려함: 경쟁사보다 디테일하고 컬러풀한 GUI
- i-phone의 GUI의 영향: 구글의 GED GUI가 techie한 느낌 / 삼성의 GUI는 애플화된 디자인 느낌
- 특히 미주시장은 *통신 사업자에 따라/ 모델에 따른 차별화된 GUI의 테마를 입히기 원함

Current Competitors GUI Design

- 각 경쟁사들은 구글 GED에서 벗어나 차별화된 아이덴티티의 UI/GUI를 가지려 함
- i-phone의 GUI의 영향: Aqua theme GUI의 인지된 영향력이 크다
- 경쟁사들의 통신 사업자에 따른 GUI변화는 크지 않으며 아이콘 간 약간의 느낌, 디테일 차이

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Samsung GUI Differentiation

*통신 사업자에 따라/ 모델에 따른 차별화된 GUI

- AT&T: 그대로 유지되는 GUI 선호

case1) Keplar: GUI는 **S1**과 거의 동일하게 구현 / 아이콘 첨가, 파워 애니메이션

⇨GUI성향의 방향성: 스마트하고 Sleek하고 쿨하지만 T-mobile보다는 우아하고 지적인 방향

- T Mobile: 대체로 모델에 따른 차별화된 GUI

case1) Supersonic: 약간 Glossy한 Skin을 첨가 / 모서리를 둥글게 한 Tap Bar
컬러 채도를 낮춰서 좀더 투명하고 쿨한 느낌

case2) SideKick: 독특한 제품 콘셉에 맞게 젊은 취향의 트렌디하고
펑키한 그래픽 스타일을 입힌 GUI 경향

⇨GUI성향의 방향성: 미국 젊은이들이 선호하는 쿨한 GUI

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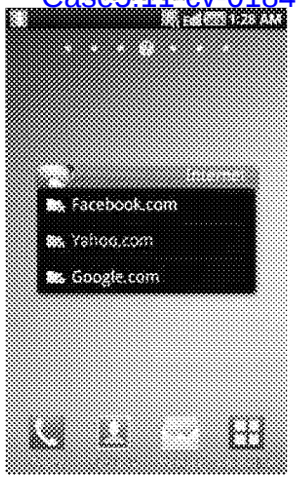
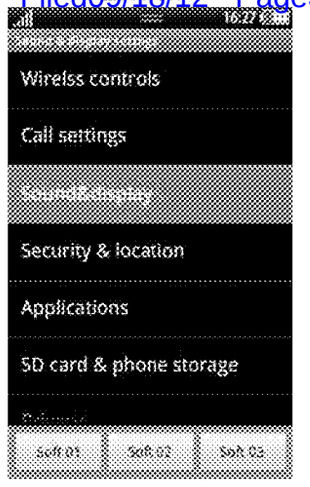
AT&T



Idle Screen

List view



Tab view

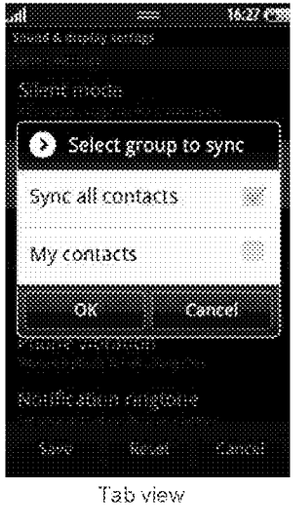
Pop up screen

T-Mobile

Menu

Menu

List view



Tab view

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