

Exhibit 20



IPHONE 5 COUNTER STRATEGY

March 25, 2011

Draft – Pending Discussions on GSII C&S,
Accessories and Marketing Plan

Draft – Pending Ongoing Discussions

Confidential & Proprietary

PLAINTIFF'S EXHIBIT NO. 62

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

Apple Inc. v. Samsung Elecs.

Date Admitted: _____ By: _____

1

EXECUTIVE SUMMARY

- **Market Sensing**
 - iPhone 5 to launch in late June 2011
 - Key specs to include
 - Same dimensions as iPhone 4 but thinner bezel
 - 4" high resolution IPS "Retina" Display
 - Dual Core A5 processor
 - 8MP RF / 1.3MP FF
 - Cloud services

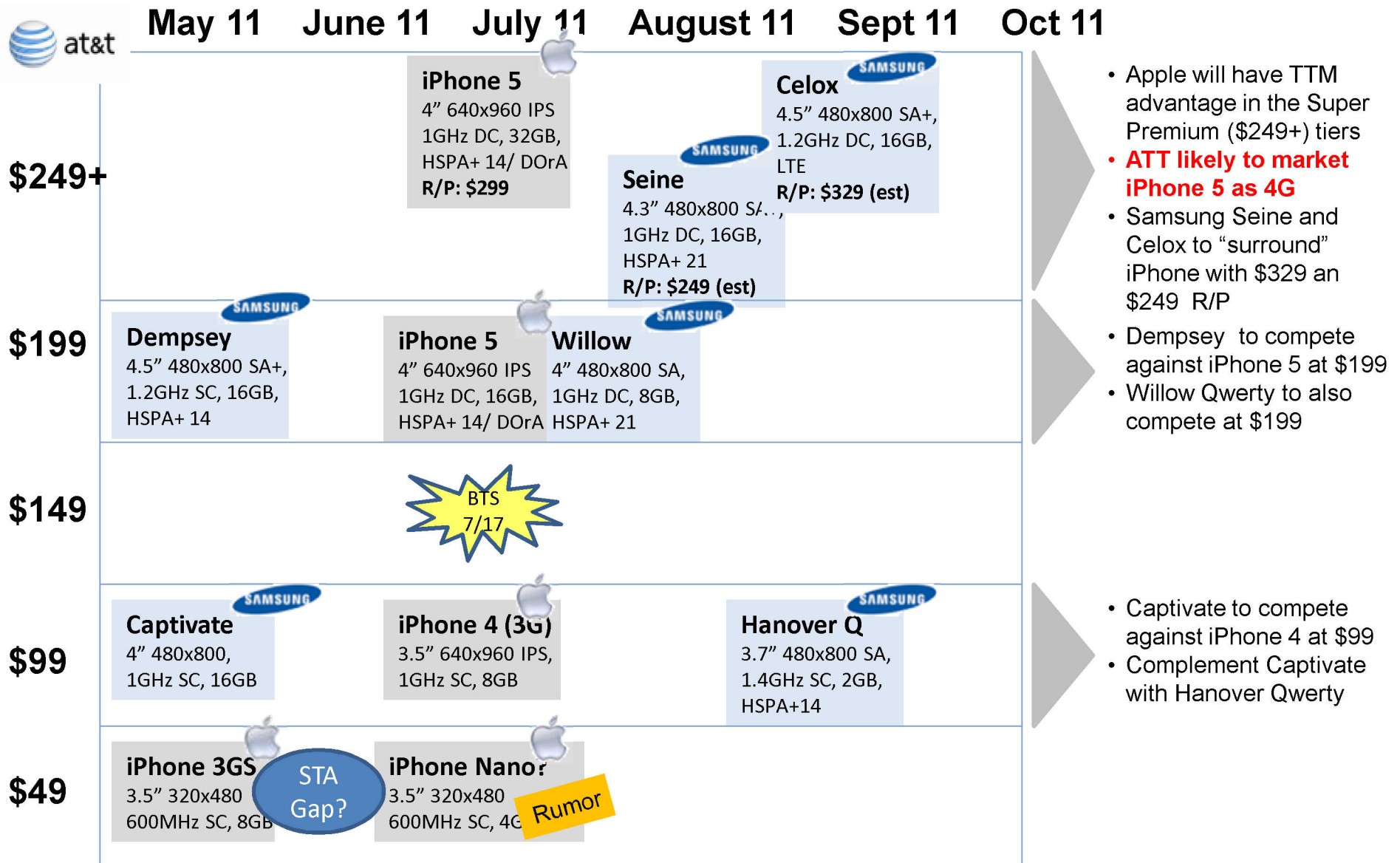
- **STA's to focus executing the "Summer of Samsung"**
 - Offensive Portfolio Strategy: directly go after ATT / VZW potential iPhone 5 purchasers
 - Defensive Portfolio Strategy: minimize iPhone defections at Sprint and TMO
 - C&S Strategy: MediaHub, Phone-TV interaction, Accessories, GSII for end-to-end entertainment
 - Marketing: leverage/maximize carrier marketing support, best mobile entertainment messaging for GSII

Confidential & Proprietary

3



ATT CURRENT STATE: SAMSUNG 4G POSITIONING TO BE MINIMIZED IF ATT PROMOTES IPHONE 5 (HSPA+ 14.4) AS 4G. GAPS REMAINS AT \$49

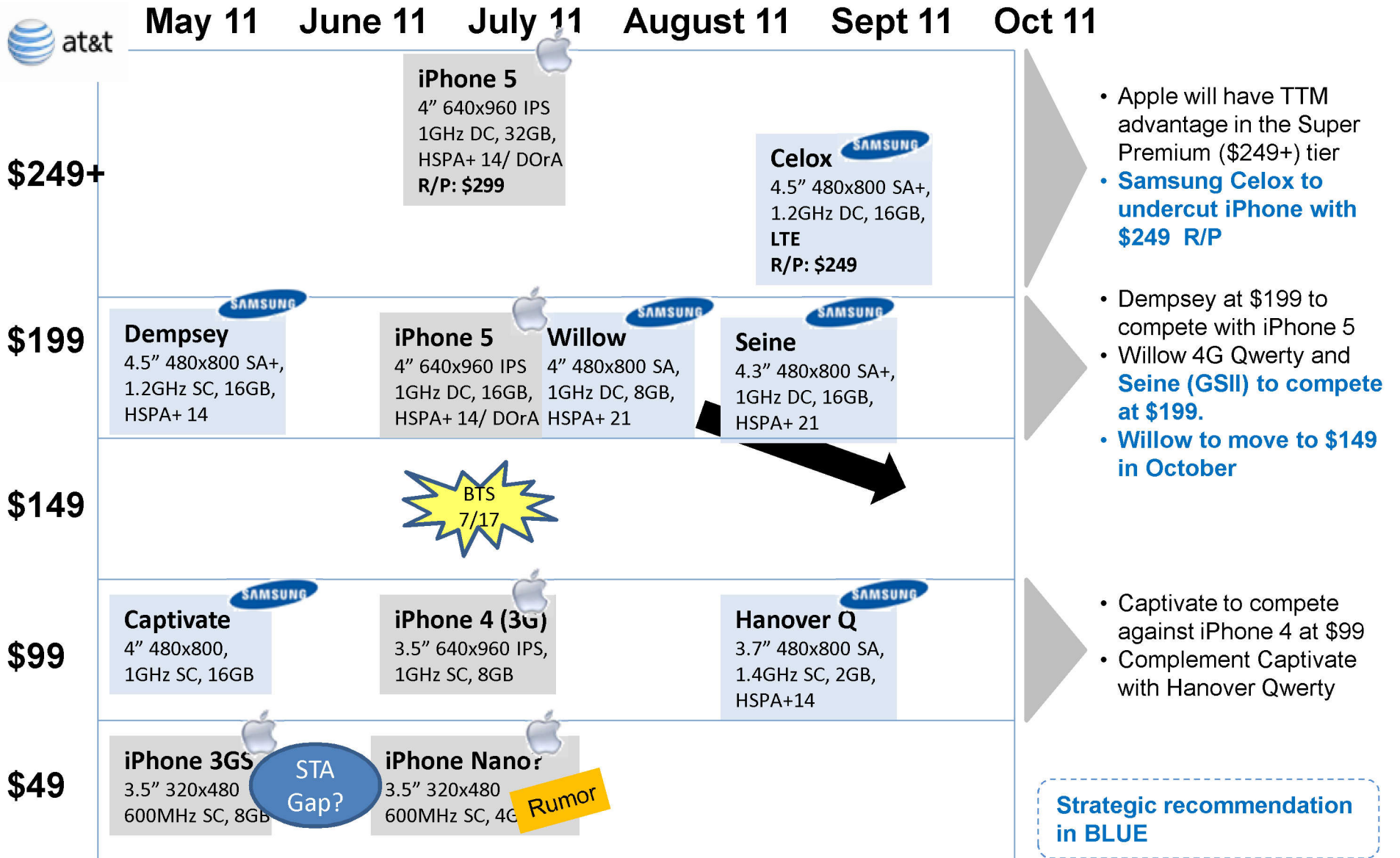


Confidential & Proprietary

12



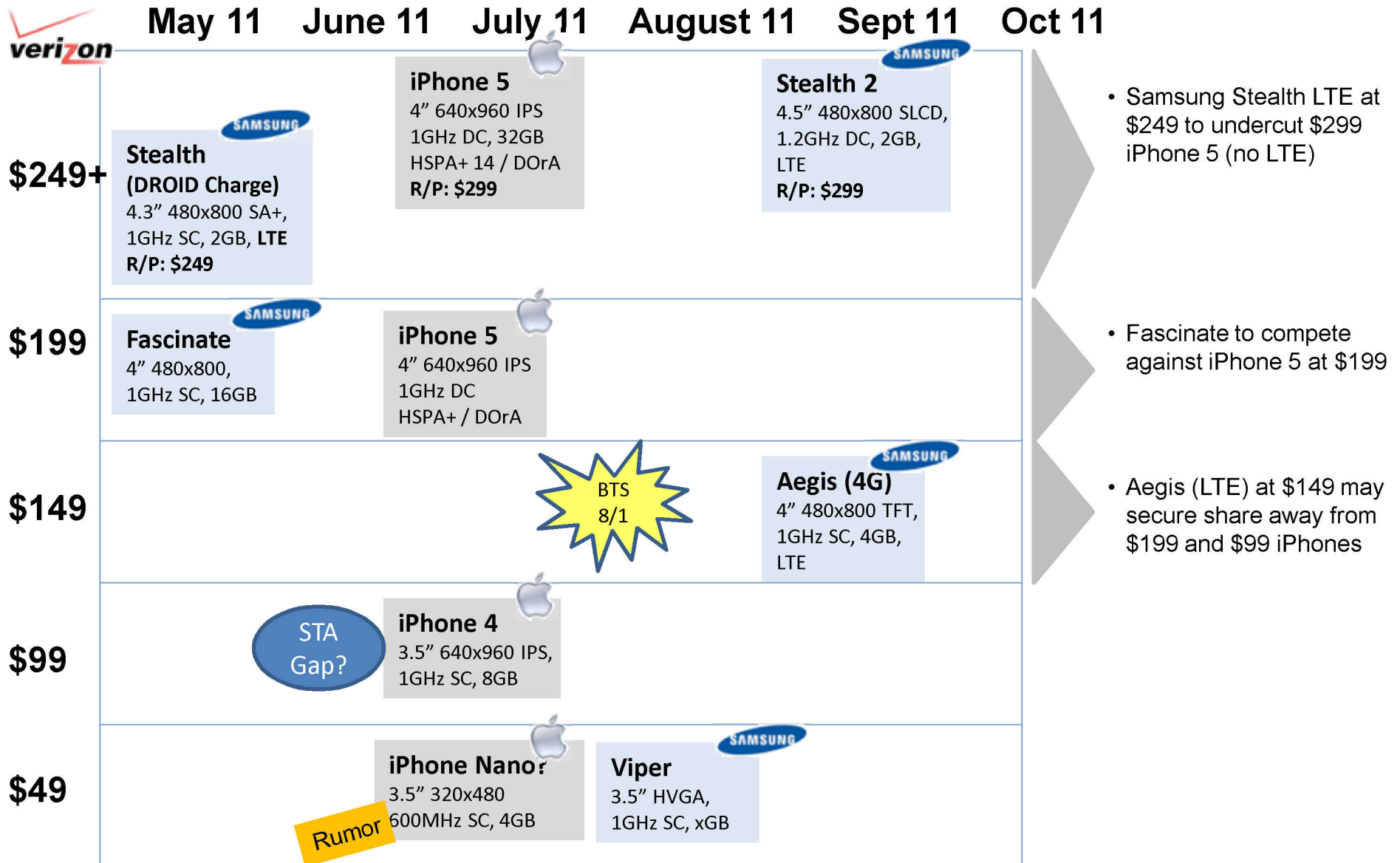
RECOMMENDATION: SAMSUNG 4G PRODUCTS TO UNDERCUT IPHONE 5, GAP POTENTIALLY REMAINS AT \$49



Confidential & Proprietary



VZW CURRENT STATE: SAMSUNG STEALTH TO UNDERCUT \$299 IPHONE 5, WITH 1ST GEN GALAXY S TO COMPETE WITH \$199 IPHONE 5

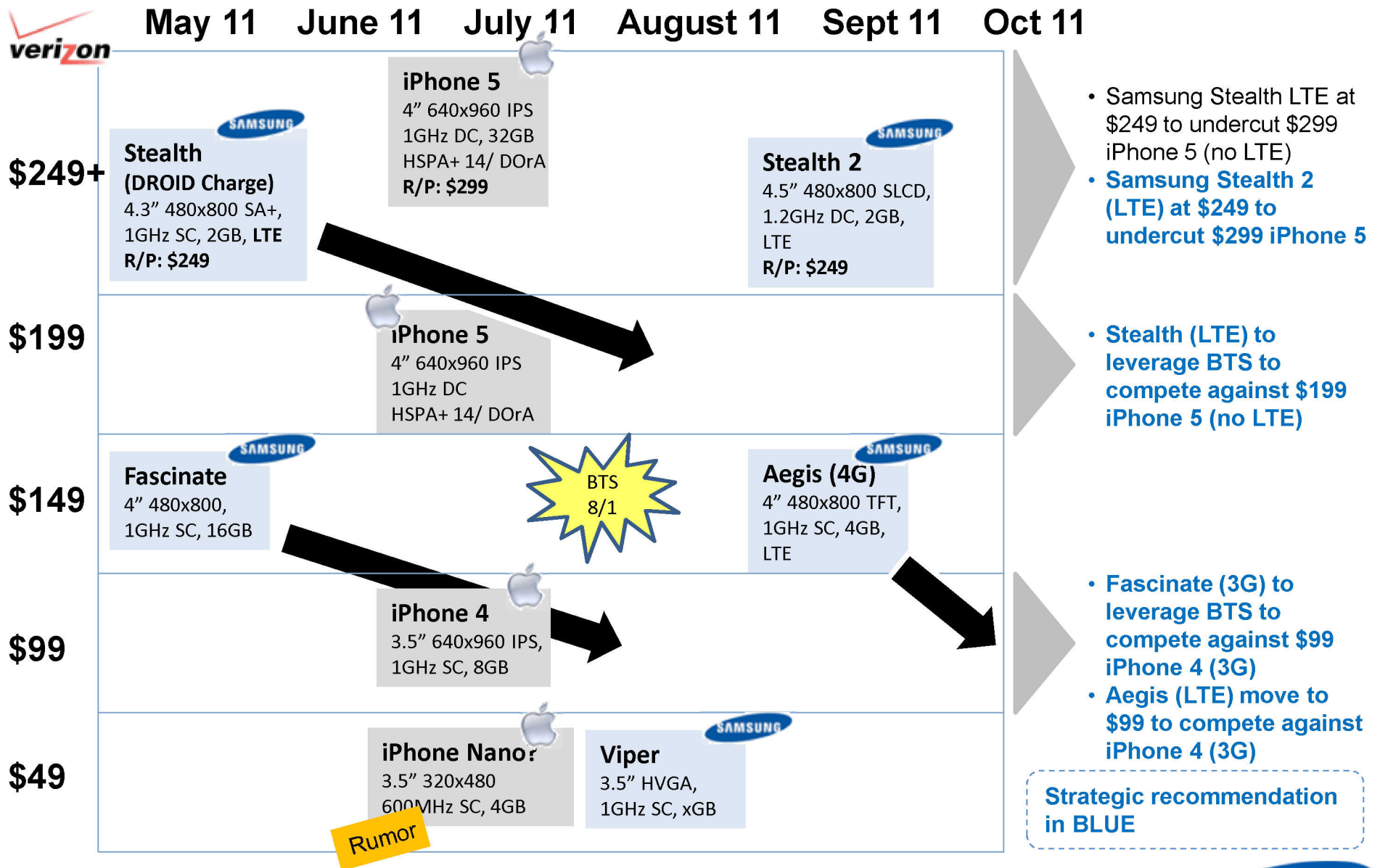


Confidential & Proprietary

14



VZW RECOMMENDATION: SAMSUNG 4G PRODUCTS TO UNDERCUT IPHONE ACROSS TIERS

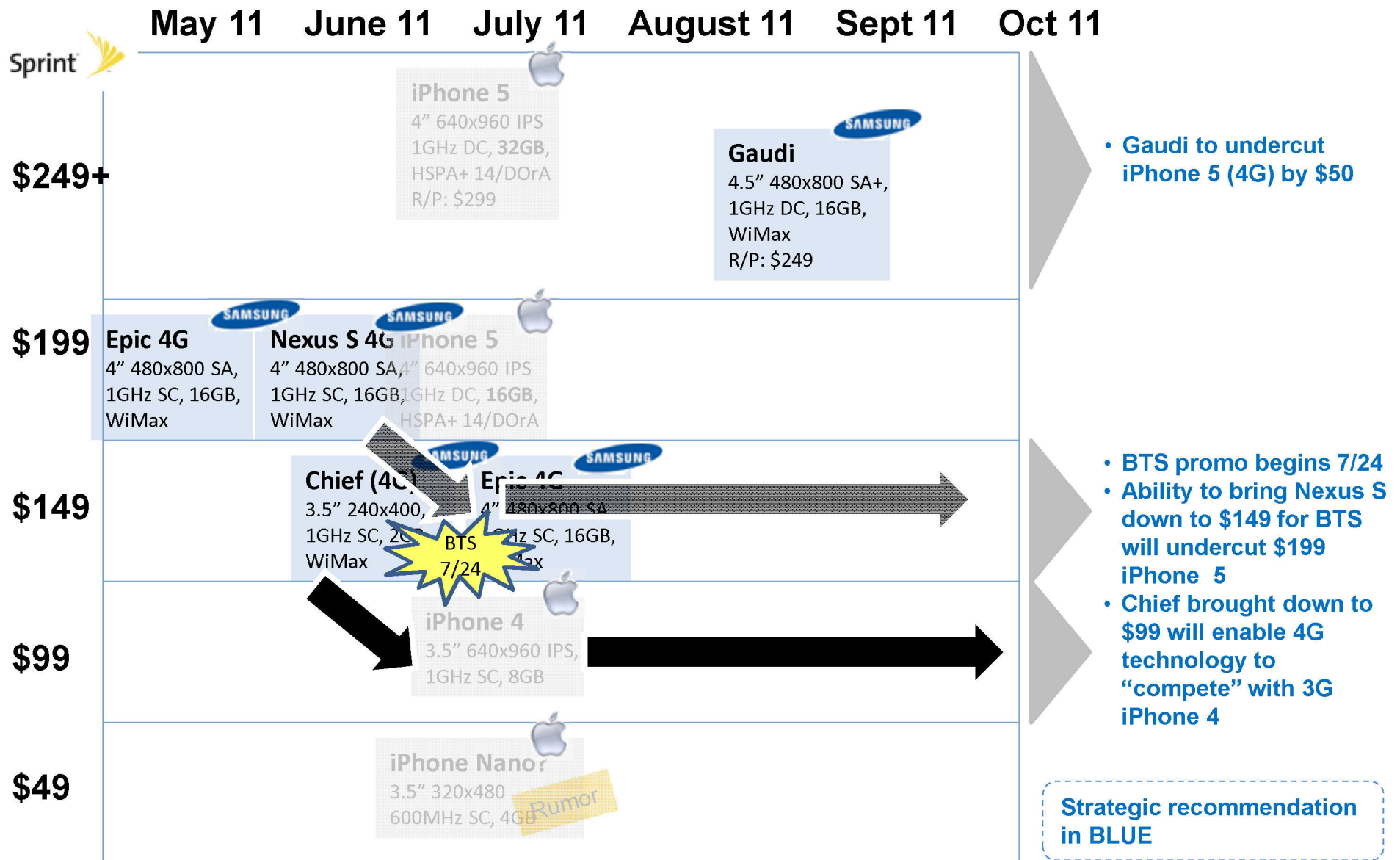


Confidential & Proprietary

15



SPRINT RECOMMENDATIONS: SAMSUNG NEXUS S 4G TO UNDERCUT \$199 IPHONE 5 (ATT/VZW). CHIEF 4G TO COMPETE WITH \$99 IPHONE 4 (3G)

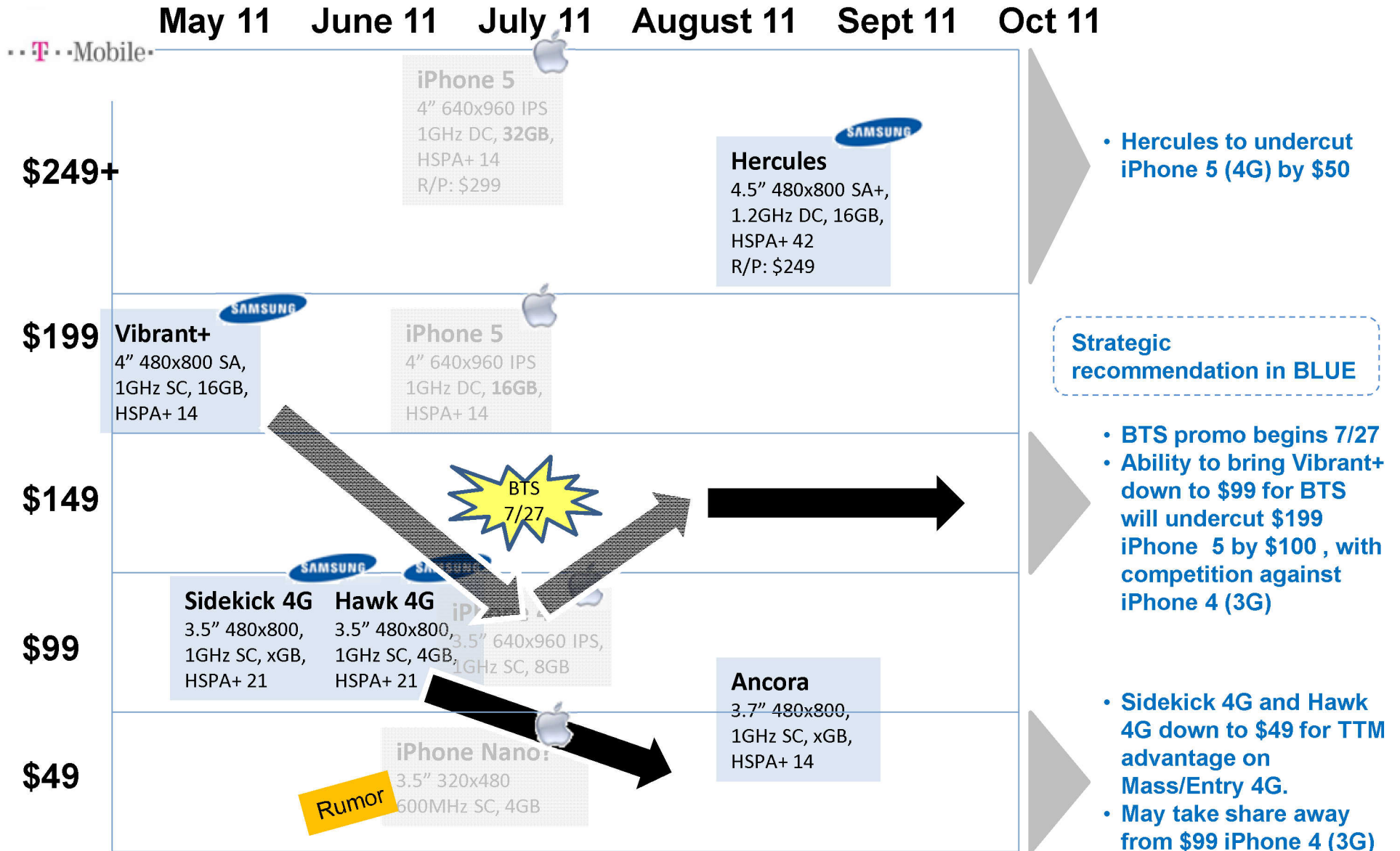


Confidential & Proprietary

18



TMO RECOMMENDATION: VIBRANT PLUS TO COMPETE WITH \$99 IPHONE 4 (3G), SAMSUNG 4G DEVICES AT ENTRY PRICE POINTS TO BLOCK POTENTIAL NANO



Confidential & Proprietary

20

