

# Exhibit 58



# Lessons from Apple

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**PLAINTIFF'S EXHIBIT NO. 54**

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

Apple Inc. v. Samsung Elecs.

Date Admitted: \_\_\_\_\_ By: \_\_\_\_\_

# Apple's sleek and intuitive user interface has been a key driver of its value proposition

The OS X / iOS UI has been a critical competitive asset ...

## Clean, beautiful interface

- Clean menu screens

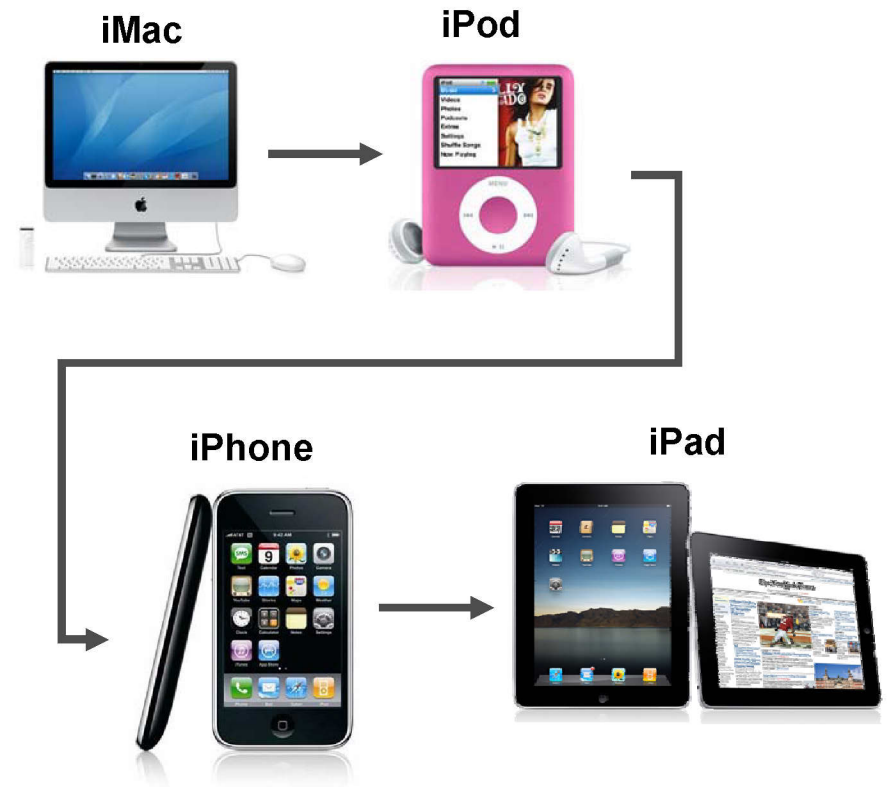
## Intuitive, user-friendly navigation & visual elements

- Contextual menus
- Minimization of complexity

## Strong consistency of user experience across applications and devices



... that Apple has successfully migrated across devices to support a strong, consistent user experience



Source: BCG analysis