

# **Exhibit R**

## Apple v. Samsung - Description of Designer Custodian Documents

Beginning Bates Number	Ending Bates Number	Page Count	Custodian	Date of Document	Short Description	Date of Production
SAMNDCA00176172	SAMNDCA00176172	31	Yunjung Lee	No date	"Premium & Mass Design Preference Study 2010.11-2011.01", by Design Planning & Strategy. This is a presentation that discusses the iPhone design.	12/7/2011
SAMNDCA00201284	SAMNDCA00201317	34	Jaegwan Shin	3/18/10	"Industry Trends", by San Jose Mobile Communications Lab. A presentation mentioning iPhone, Apple, iPad.	12/23/2011
SAMNDCA00201336	SAMNDCA00201350	15	Jaegwan Shin	No date	"Worldwide smart phones Q1 2009 Quarterly market overview", by Canals. A presentation mentioning Apple smartphone sales.	12/23/2011
SAMNDCA00201359	SAMNDCA00201380	22	Jaegwan Shin	4/25/2011	Email with subject line garbled except few words, "Fwd: RE: RE: RE: RE: RE: P5/P4 zoom/scroll", by Sangheon Kim. Mention iPad 2.	12/23/2011
SAMNDCA00201406	SAMNDCA00201417	12	Jaegwan Shin	6/21/11	"RE: i905 [P4 LTE] Request for HW TA", by Jaegwan Shin, an email mentioning iPad.	12/23/2011
SAMNDCA00201418	SAMNDCA00201428	11	Jaegwan Shin	6/20/11	"RE: i905 [P4 LTE] Request for HW TA", by Jaegwan Shin, an email mentioning iPad.	12/23/2011
SAMNDCA00201429	SAMNDCA00201440	12	Jaegwan Shin	6/21/11	"RE: i905 [P4 LTE] Request for HW TA", by Jaegwan Shin, an email mentioning iPad.	12/23/2011
SAMNDCA00201612	SAMNDCA00201620	9	Jaegwan Shin	6/10/2010	"Android S1 Gallery Improvement" by DMC R&D Center, SW Platform Team, Samsung Electronics. A presentation cotaining analysis of iPhone.	12/23/2011
SAMNDCA00201642	SAMNDCA00201671	30	Jaegwan Shin	1/11/2011	"San Jose Browser Optimizations", unknown author. A presentation containing P1 and iPad comparison.	12/23/2011
SAMNDCA00201683	SAMNDCA00201692	10	Jaegwan Shin	2009	"Smartphone Feature Report San Jose Mobile Communications Lab", by Samsung Electronics Co., Ltd. A presentation dated mentioning Apple and iPhone.	12/23/2011
SAMNDCA00201771	SAMNDCA00201780	10	Jaegwan Shin	No date	"Galaxy Tab Usage Speed, Screen Effect Analysis", by unknown author. A spreadsheet mentioning iPad.	12/23/2011
SAMNDCA00201781	SAMNDCA00201782	2	Jaegwan Shin	No date	No title, no author. A spreadsheet mentioning iPad.	12/23/2011
SAMNDCA00201783	SAMNDCA00201809	27	Jaegwan Shin	4/29/2011	Email, subject line garbled except for a few words, "[Re: RE P5/P4 zoom/scroll]", by Sangheon Kim. Mentions iPad.	12/23/2011
SAMNDCA00201813	SAMNDCA00201840	28	Jaegwan Shin	4/30/2011	Email, subject line garbled except for a few words, "[Re: Re: RE: RE: P5/P4 zoom/scroll]", by Tae-Woo Rhim. Mentions iPad.	12/23/2011
SAMNDCA00201841	SAMNDCA00201869	29	Jaegwan Shin	4/30/2011	Email, subject line garbled except for a few words, "[Re: Re: RE: RE: P5/P4 zoom/scroll]", by JunBong Eom. Mentions iPad.	12/23/2011
SAMNDCA00201870	SAMNDCA00201890	21	Jaegwan Shin	4/25/2011	Email, subject line garbled except for a few words, "[Re: Re: RE: RE: RE: P5/P4 zoom/scroll]", by Sangheon Kim. Mentions iPad.	12/23/2011
SAMNDCA00201891	SAMNDCA00201911	21	Jaegwan Shin	4/25/2011	Email, subject line garbled except for a few words, "[Re: Re: RE: RE: RE: P5/P4 zoom/scroll]", by Sangheon Kim. Mentions iPad. Appears to be duplicate of SAMNDCA00201870.	12/23/2011
SAMNDCA00201912	SAMNDCA00201932	21	Jaegwan Shin	4/25/2011	Email, subject line garbled except for a few words, "[Re: Re: Re: RE: RE: RE: P5/P4 zoom/scroll]", by Hyunju Park. Mentions iPad.	12/23/2011
SAMNDCA00201933	SAMNDCA00201953	21	Jaegwan Shin	4/25/2011	Email, subject line garbled except for a few words, "[Re: RE: Re: RE: RE: RE: P5/P4 zoom/scroll]", by Sangheon Kim. Mentions iPad.	12/23/2011
SAMNDCA00201954	SAMNDCA00201975	22	Jaegwan Shin	4/25/2011	Email, subject line garbled except for a few words, "[Re: Re: Re: RE: RE: RE: P5/P4 zoom/scroll]", by Hyunju Park. Mentions iPad.	12/23/2011
SAMNDCA00201976	SAMNDCA00201996	21	Jaegwan Shin	4/25/2011	Email, subject line garbled except for a few words, "[Re: RE: Re: RE: RE: RE: P5/P4 zoom/scroll]", by Sangheon Kim. Mentions iPad. Appears to be duplicate of SAMNDCA00201933.	12/23/2011
SAMNDCA00201997	SAMNDCA00202018	22	Jaegwan Shin	4/25/2011	Email, subject line garbled except for a few words, "[Re: RE: Re: RE: RE: RE: RE: RE: RE: P5/P4 zoom/scroll]", by Sangheon Kim. Mentions iPad.	12/23/2011
SAMNDCA00202019	SAMNDCA00202042	24	Jaegwan Shin	4/26/2011	Email, subject line garbled except for a few words, "[RE: RE: RE: Re: RE: RE: RE: RE: RE: P5/P4 zoom/scroll]", by Shwan Ritter. Mentions iPad.	12/23/2011
SAMNDCA00202043	SAMNDCA00202065	23	Jaegwan Shin	4/26/2011	Email, subject line garbled except for a few words, "[Re: RE: RE: Re: RE: RE: RE: RE: RE: P5/P4 zoom/scroll]", by Byungin Mun. Mentions iPad.	12/23/2011

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SAMNDCA00202066	SAMNDCA00202088	23	Jaegwan Shin	4/27/2011	Email, subject line garbled except for a few words, "[Re: RE: RE: RE: Re: RE: RE: RE: RE: RE: P5/P4 zoom/scroll]", by Sangheon Kim. Mentions iPad.	12/23/2011
SAMNDCA00202089	SAMNDCA00202113	25	Jaegwan Shin	4/27/2011	Email, subject line garbled except for a few words, "[Re: RE: RE: RE: RE: Re: RE: RE: RE: RE: P5/P4 zoom/scroll]", by Sangheon Kim. Mentions iPad.	12/23/2011
SAMNDCA00202114	SAMNDCA00202133	20	Jaegwan Shin	4/24/2011	Email subject line garbled except for a few words, "[Re: RE: RE: RE: P5/P4 zoom/scroll]", by Hyunju Park. Mentions iPad.	12/23/2011
SAMNDCA00202134	SAMNDCA00202162	29	Jaegwan Shin	4/30/2011	Email, subject line garbled except for a few words, "[Re: RE: RE: RE: P5/P4 zoom/scroll]", by JunBong Eom. Mentions iPad.	12/23/2011
SAMNDCA00202163	SAMNDCA00202190	28	Jaegwan Shin	4/30/2011	Email, subject line garbled except for a few words, "[Re: RE: RE: P5/P4 zoom/scroll]", by Tae-Woo Rhim. Mentions iPad.	12/23/2011
SAMNDCA00202191	SAMNDCA00202209	19	Jaegwan Shin	4/24/2011	Email, subject line garbled except for a few words, "[Re: RE: RE: P5/P4 zoom/scroll]", by Hyunju Park. Mentions iPad.	12/23/2011
SAMNDCA00202212	SAMNDCA00202226	15	Bora Kim	Jul-07	"WOW Project", by the Wireless Business Group of Samsung Electronics. Presentation document mentions Apple.	12/29/2011
SAMNDCA00202227	SAMNDCA00202241	15	Bora Kim	Jul-07	"WOW Project", by the Wireless Business Group of Samsung Electronics. Presentation document mentions Apple. Appears to be a near duplicate of SAMNDCA00202212.	12/29/2011
SAMNDCA00202242	SAMNDCA00202265	24	Bora Kim	No date	"2009 Archetype Design Form Factor Suggestion", by Mobile Design Group Strategy MI Part. Presentation document mentions the iPhone.	12/29/2011
SAMNDCA00202266	SAMNDCA00202289	24	Bora Kim	No date	"2009 Archetype Design Form Factor Suggestion", by Mobile Design Group Strategy MI Part. Presentation document mentions the iPhone. Appears to be a near duplicate of SAMNDCA00202242.	12/29/2011
SAMNDCA00202290	SAMNDCA00202312	23	Bora Kim	No date	"Hyper Touch", by UX/ Future Development TF. Presentation document mentions the iPhone.	12/29/2011
SAMNDCA00202313	SAMNDCA00202335	23	Bora Kim	No date	"Hyper Touch", by UX/ Future Development TF. Presentation document mentions the iPhone. Appears to be a near duplicate of SAMNDCA00202290.	12/29/2011
SAMNDCA00202336	SAMNDCA00202380	45	Bora Kim	10/8/2007	"2nd Design Strategy", by Design Operations Center. Presentation document contains analysis of the iPhone.	12/29/2011
SAMNDCA00202381	SAMNDCA00202433	53	Bora Kim	10/8/2007	"2nd Design Strategy", by Design Operations Center. Presentation document contains analysis of the iPhone. Appears to be a near duplicate of SAMNDCA00202336.	12/29/2011
SAMNDCA00202434	SAMNDCA00202486	53	Bora Kim	10/8/2007	"2nd Design Strategy", by Design Operations Center. Presentation document contains analysis of the iPhone. Appears to be a near duplicate of SAMNDCA00202336.	12/29/2011
SAMNDCA00202487	SAMNDCA00202530	44	Bora Kim	No date	"2013 Form Design Strategy Direction IDC + Design Strategy", by Samsung. Presentation document mentions Apple and the iPhone.	12/29/2011
SAMNDCA00202531	SAMNDCA00202552	22	Bora Kim	No date	"'07 First Half Overseas Web VOC Trend", by VOC Group. Presentation document mentions the iPhone.	12/29/2011
SAMNDCA00202553	SAMNDCA00202574	22	Bora Kim	No date	"'07 First Half Overseas Web VOC Trend", by VOC Group. Presentation document mentions the iPhone. Appears to be a near duplicate of SAMNDCA00202531.	12/29/2011
SAMNDCA00202620	SAMNDCA00202658	39	Jinsoo Kim	No date	"Font Research Version 1.0", by LA Design Lab. Includes analysis of Apple's advertising over the years.	12/29/2011
SAMNDCA00202659	SAMNDCA00202715	57	Jinsoo Kim	12/20/2004	"'05 Europe: 4 Countries' Lineup - Product Useability Research Report", by Samsung's Wireless Business, Overseas Marketing Group. Mentions Apple's designs.	12/29/2011
SAMNDCA00202716	SAMNDCA00202733	18	Jinsoo Kim	11/16/2011	"Let's try to find out what Copycat 'orange' phone is", by user name "I am the father of Jia and Jimin". This is a set of website pages that mention the iPhone 4S.	12/29/2011

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SAMNDCA00202734	SAMNDCA00202868	135	Jinsoo Kim	4/1/2005	"CeBIT 2005 Final Report", by Samsung's Mobile Communication Division Overseas Marketing Team. Mentions Apple.	12/29/2011
SAMNDCA00221637	SAMNDCA00221677	41	Yunjung Lee	No date	"01 Style - State of the Art Style & Brand Style Basics", by unknown author. This presentation mentions the iPhone and iPod.	12/29/2011
SAMNDCA00221678	SAMNDCA00221704	27	Yunjung Lee	No date	"02 Infotainment Feature Maximizers Rich Media", by unknown author. This presentation mentions the iPhone.	12/29/2011
SAMNDCA00221705	SAMNDCA00221818	114	Yunjung Lee	No date	"The Global Evaluation Criteria For Tier 1 Design", by Gianfranco Zaccai, Samsung GAB/Design. A presentation that includes analysis of the Apple iPod and Samsung Napster.	12/29/2011
SAMNDCA00221819	SAMNDCA00221877	59	Yunjung Lee	4/15/2010	"Users Mobiles America 2010", by sd:a Samsung Design America. This presentation includes analysis of Apple iPhone users.	12/29/2011
SAMNDCA00221878	SAMNDCA00221913	36	Yunjung Lee	4/9/2010	"Mobile UX Best Practices UX and Ergonomics Research Overview (Verizon)", by User Experience, Product Design, Samsung Telecommunications of America. This presentation mentions the Apple iPhone.	12/29/2011
SAMNDCA00221914	SAMNDCA00222031	118	Yunjung Lee	7/31/2008	"2010 Directions Presentation", prepared for Ingon Park by Plan. Presentation mentions the iPhone.	12/29/2011
SAMNDCA00222032	SAMNDCA00222149	118	Yunjung Lee	No date	"2010 Directions Presentation", prepared for Ingon Park by Plan. Presentation mentions the iPhone. Appears to be duplicate of SAMNDCA00221914.	12/29/2011
SAMNDCA00222150	SAMNDCA00222267	118	Yunjung Lee	No date	"2010 Directions Presentation", prepared for Ingon Park by Plan. Presentation mentions the iPhone. Appears to be duplicate of SAMNDCA00222032.	12/29/2011
SAMNDCA00222268	SAMNDCA00222308	41	Yunjung Lee	12/13/2008	"2009 Design Strategy", by Design Group, Strategic Marketing Team, Mobile Business Division. This presentation mentions Apple design and the iPhone.	12/29/2011
SAMNDCA00222309	SAMNDCA00222388	80	Yunjung Lee	2/2/2007	"Design Progress Status (Group 1)", by unknown author. This report mentions Apple iPhone.	12/29/2011
SAMNDCA00222389	SAMNDCA00222389	1	Yunjung Lee	No date	Excel spreadsheet listing October 2007 cumulative volume for phone models by different manufacturers in the EU. Unknown author. Mentions iPhone.	12/29/2011
SAMNDCA00228887	SAMNDCA00228933	47	Minhyouk Lee	Apr-08	"Secondary Iconography & List Screens Competitor Analysis Design & Layout 2009 GUI Framework", by Tanya Anderson & Diana Ng, SDE Wireless UI of Samsung Design. Presentation document includes analysis of the iPhone and its user interface.	12/29/2011
SAMNDCA00228934	SAMNDCA00228980	47	Minhyouk Lee	Apr-08	"Main Menu Layout and Iconography Competitor Analysis Design & Layout 2009 GUI Framework", by Tanya Anderson & Diana Ng, SDE Wireless UI of Samsung Design. Presentation document includes analysis of the iPhone and its user interface.	12/29/2011
SAMNDCA00228981	SAMNDCA00229010	30	Minhyouk Lee	Apr-08	"Dialing Screen Competitor Analysis Design & Layout 2009 GUI Framework", by Tanya Anderson & Diana Ng, SDE Wireless UI of Samsung Design. Presentation document includes analysis of the iPhone and its dialing screen.	12/29/2011
SAMNDCA00229011	SAMNDCA00229108	98	Minhyouk Lee	Apr-08	"Competitor Analysis GUI Benchmarking 2009 GUI Framework", by Tanya Anderson & Diana Ng, SDE Wireless UI of Samsung Design. Presentation document includes analysis of the iPhone and different aspects of its user interface.	12/29/2011
SAMNDCA00229109	SAMNDCA00229124	16	Minhyouk Lee	2/4/2010	"Apple Intelligence Report", by Samsung Telecom Research Israel. Research report on Apple, its products such as the iPad and the iPhone, and its business strategy.	12/29/2011
SAMNDCA00229126	SAMNDCA00229154	29	Minhyouk Lee	No date	"Design = Solutions", by LA Design Lab, Samsung. Presentation document mentions Apple.	12/29/2011
SAMNDCA00229372	SAMNDCA00229373	2	Qi Ling	5/13/2011	Email titled "[P4 perforce] permissions denied for ID ioi.lam", by ioi Lam. Mentions iPad.	12/29/2011

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SAMNDCA00229380	SAMNDCA00229382	3	Qi Ling	1/7/2011	Email titled "Browser Optimization Issues -- 2011/01/07", by loi Lam. Mentions iPad.	12/29/2011
SAMNDCA00229383	SAMNDCA00229384	2	Qi Ling	10/6/2010	Email titled "FW: [P1 Gallery launch speed] FW: request for assistance for improving the launch speed of P1 Gallery", by Waddah Kudaimi. Includes analysis of P1 against iPad.	12/29/2011
SAMNDCA00229388	SAMNDCA00229391	4	Qi Ling	3/14/2011	Email titled "FW: [San Jose] Fwd: Fwd: browser touch response speed results", by Jaegwan Shin. Includes analysis of of iPhone and Seine.	12/29/2011
SAMNDCA00229392	SAMNDCA00229393	2	Qi Ling	2/10/2011	Email titled "FW: regarding [San Jose] HoneyComb zoom / scroll", by Jaegwan Shin. Mentions iPad.	12/29/2011
SAMNDCA00229394	SAMNDCA00229394	1	Qi Ling	3/23/2011	Email titled "FW: regarding [San Jose] U1 Rotate performance issue", by Jaegwan Shin. Includes comparison with iPhone.	12/29/2011
SAMNDCA00229396	SAMNDCA00229397	2	Qi Ling	3/20/2011	Email titled "FW: [San Jose - Urgent][U1] zoom / scroll performance", by Jaegwan Shin. Includes comparison with iPhone.	12/29/2011
SAMNDCA00229398	SAMNDCA00229398	1	Qi Ling	1/28/2011	Email titled "FW: Help testing for new browser features on GB S1", by Qi Ling. Mentions an iPhone-like animation effect.	12/29/2011
SAMNDCA00229399	SAMNDCA00229409	11	Qi Ling	4/19/2011	Email titled "FW: Re: RE: [San Jose] P5/P4 zoom/scroll progress status update request", by Jaegwan Shin. Includes comparison with iPad 1, iPad 2, iPad 2 Wifi.	12/29/2011
SAMNDCA00229410	SAMNDCA00229415	6	Qi Ling	4/19/2011	"GT-P7500/P7510_Browser_Touch_Performance Test", by unknown author. The document lists April 19, 2011 as the date the test was performed. Includes test results for iPad 1, iPad 2, iPad 2 Wifi.	12/29/2011
SAMNDCA00229416	SAMNDCA00229416	1	Qi Ling	5/24/2011	Email titled "Good review of Galaxy S II browser", by loi Lam. Mentions a comparison with with iPhone 4.	12/29/2011
SAMNDCA00229419	SAMNDCA00229419	1	Qi Ling	1/4/2011	Email titled "P1 browser scrolling issues", by loi Lam. Includes a comparison with iPad.	12/29/2011
SAMNDCA00229433	SAMNDCA00229434	2	Qi Ling	5/2/2011	Email titled "RE: request for modification of [P4](San Jose) elastic effect", by loi Lam. Mentions iPad and iPhone.	12/29/2011
SAMNDCA00229436	SAMNDCA00229438	3	Qi Ling	10/19/2010	Email titled "RE: Galaxy Tab sent! - tracking ID", by Papiya Nath. Mentions iPhone.	12/29/2011
SAMNDCA00229440	SAMNDCA00229448	9	Qi Ling	3/3/2011	Email titled "RE: U1 browser scrolling patch", by loi Lam. Mentions iPhone.	12/29/2011
SAMNDCA00229449	SAMNDCA00229451	3	Qi Ling	3/3/2011	Email titled "RE: U1 browser scrolling patch", by loi Lam. Includes comparison with iPhone 4.	12/29/2011
SAMNDCA00229452	SAMNDCA00229466	15	Qi Ling	4/16/2010	"Android Browser Optimizations for Galaxy-S and other Android 2.1 platforms", by San Jose Mobile Communications Lab. Presentation mentions the iPhone.	12/29/2011
SAMNDCA00229519	SAMNDCA00229530	12	Qi Ling	Nov-11	"Webkit1 vs. Webkit2", by San Jose Lab. Presentation mentions Apple, the iPhone and iPad.	12/29/2011
SAMNDCA00239585	SAMNDCA00239586	2	Jinsoo Kim	1/11/2011	Email with a garbled subject line except for a few words, "[Re: [P1_AMOLED] Connector 4", by Hansik Kim. Mentions Apple.	12/31/2011
SAMNDCA00239599	SAMNDCA00239600	2	Jinsoo Kim	1/11/2011	Email with a garbled subject line except for a few words, "[Re: [P1_AMOLED] Connector 4", by Hansik Kim. Mentions Apple. Appears to be a near duplicate of SAMNDCA00239585.	12/31/2011
SAMNDCA10097769	SAMNDCA10097774	6	Yunjung Lee	No date	"AT&T/Samsung Meeting Notes-2H11 Design Review Meeting:", by unknown author. Meeting minutes mention iPhone 4.	1/6/2012
SAMNDCA10097896	SAMNDCA10097897	2	Yunjung Lee	6/18/2010	Email titled "Glenn Lurie Meeting notes", by Lisa Helm Jagoda. Email mentions iPad pricing.	1/6/2012
SAMNDCA10098086	SAMNDCA10098135	50	Yunjung Lee	No date	Excel spreadsheet titled "at&t 1H 2012 RFI Device Compliance", by unknown author. Excel spreadsheet mentions iPhone.	1/6/2012
SAMNDCA10098136	SAMNDCA10098185	50	Yunjung Lee	No date	Excel spreadsheet titled "at&t 1H 2012 RFI Device Compliance", by unknown author. Excel spreadsheet mentions iPhone. Appears to be a duplicate of SAMNDCA10098086.	1/6/2012
SAMNDCA10098188	SAMNDCA10098213	26	Yunjung Lee	Jul-10	"at&t Smartphone Out of Box Experience Requirements", by AT&T Device Customer Experience. Mentions Apple iPhone.	1/6/2012

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SAMNDCA10098419	SAMNDCA10098467	49	Yunjung Lee	9/15/2010	"UX introduction for ATT", by NA design, UX design part, Mobile Design Group, Mobile Communications Division, Samsung Electronics Co., Ltd. A presentation that mentions iPhone users.	1/6/2012
SAMNDCA10098686	SAMNDCA10098700	15	Yunjung Lee	Sep-10	"India/China Mobile Phone Market Status", by Design Strategy. A presentation that mentions iPhone subscribers.	1/6/2012
SAMNDCA10099143	SAMNDCA10099155	13	Yunjung Lee	No date	"W41 (10/11)", by unknown author. A report that mentions the iPhone 4.	1/6/2012
SAMNDCA10100419	SAMNDCA10100457	39	Yunjung Lee	No date	"11 NA Design Workshop", by Design Planning Strategy. A presentation that mentions iPhone design.	1/6/2012
SAMNDCA10100586	SAMNDCA10100590	5	Yunjung Lee	12/26/2010	Email with illegible title, by JwaYoung Poo. Email mentions iPhone.	1/6/2012
SAMNDCA10100612	SAMNDCA10100635	24	Yunjung Lee	No date	"11 NA Design Workshop", by Design Planning Strategy. Presentation mentions iPhone design.	1/6/2012
SAMNDCA10100791	SAMNDCA10100849	59	Yunjung Lee	1/6/2011	"T-Mobile & Samsung CES Summit", by unknown author. Presentation mentions Apple.	1/6/2012
SAMNDCA10101449	SAMNDCA10101456	8	Bora Kim	1/13/2009	Email titled "[mvoc] Mobile News on Jan. 14", by mvoc@samsung.com. Includes an article about the iPhone.	1/7/2012
SAMNDCA10101457	SAMNDCA10101467	11	Bora Kim	11/25/2008	Email titled "[mvoc] Mobile News on Nov. 26", by mvoc@samsung.com. Includes articles about the iPhone.	1/7/2012
SAMNDCA10101468	SAMNDCA10101469	2	Bora Kim	11/26/2008	Email titled "R&D KMS Newsletter - Places where one can watch the lectures from famous Universities of United States (Ivy League) for free [Vol. 119]", by seckms@samsung.com. Mentions Apple and the iPhone.	1/7/2012
SAMNDCA10101470	SAMNDCA10101485	16	Bora Kim	11/26/2008	Email titled "[mvoc] Mobile News on Nov. 27", by mvoc@samsung.com. Includes articles about Apple and the iPhone.	1/7/2012
SAMNDCA10101486	SAMNDCA10101500	15	Bora Kim	11/27/2008	Email titled "[mvoc] Mobile News on Nov. 28", by mvoc@samsung.com. Contains articles about Apple and the iPhone.	1/7/2012
SAMNDCA10101501	SAMNDCA10101514	14	Bora Kim	12/4/2008	Email titled "[mvoc] Mobile News on Dec. 5", by mvoc@samsung.com. Mentions Apple and the iPhone.	1/7/2012
SAMNDCA10101515	SAMNDCA10101538	24	Bora Kim	11/19/2008	Email titled "[mvoc] Mobile News on Nov. 20", by mvoc@samsung.com. Contains articles about Apple and the iPhone.	1/7/2012
SAMNDCA10101539	SAMNDCA10101540	2	Bora Kim	11/20/2008	Email titled "Communications Research Center Newsletter Vol.59 (08.11.20) - Netbook, Mobile Broadband Market Expansion Catalyst", by trnd.news@samsung.com. Mentions the iPhone.	1/7/2012
SAMNDCA10101541	SAMNDCA10101561	21	Bora Kim	11/30/2008	Email titled "[mvoc] Mobile News on Dec. 1", by mvoc@samsung.com. Includes an article about the iPhone.	1/7/2012
SAMNDCA10101562	SAMNDCA10101574	13	Bora Kim	12/2/2008	Email titled "[mvoc] Mobile News on Dec. 3", by mvoc@samsung.com. Mentions Apple and the iPhone.	1/7/2012
SAMNDCA10101575	SAMNDCA10101585	11	Bora Kim	12/1/2008	Email titled "[mvoc] Mobile News on Dec. 2", by mvoc@samsung.com. Contains articles about the iPhone.	1/7/2012
SAMNDCA10101586	SAMNDCA10101602	17	Bora Kim	11/23/2008	Email titled "[mvoc] Mobile News on Nov. 24", by mvoc@samsung.com. Contains articles about the iPhone.	1/7/2012
SAMNDCA10101618	SAMNDCA10101628	11	Bora Kim	12/8/2008	Email titled "[mvoc] Mobile News on Dec. 9", by mvoc@samsung.com. Contains an article about Apple's share in the smartphone market.	1/7/2012
SAMNDCA10101687	SAMNDCA10101702	16	Bora Kim	12/15/2008	Email titled "[mvoc] Mobile News on Dec. 16", by mvoc@samsung.com. Mentions Apple and iPhone.	1/7/2012
SAMNDCA10101703	SAMNDCA10101716	14	Bora Kim	12/10/2008	Email titled "[mvoc] Mobile News on Dec. 10", by mvoc@samsung.com. Contains articles about Apple and iPhone.	1/7/2012
SAMNDCA10101717	SAMNDCA10101730	14	Bora Kim	12/11/2008	Email titled "[mvoc] Mobile News on Dec. 11", by mvoc@samsung.com. Includes articles about the iPhone.	1/7/2012

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SAMNDCA10101731	SAMNDCA10101732	2	Bora Kim	12/17/2008	Email titled "[R&D KMS Newsletter] Cornell Note Taking Method PDF [Vol. 122]", by seckms@samsung.com. Mentions Apple and the iPhone.	1/7/2012
SAMNDCA10101733	SAMNDCA10101734	2	Bora Kim	12/11/2008	Email titled "Communications Research Center Newsletter Vol. 62 (08.12.11) - Wireless Energy Transfer Technology", by tnrd.news@samsung.com. Mentions Apple.	1/7/2012
SAMNDCA10101735	SAMNDCA10101750	16	Bora Kim	12/17/2008	Email titled "[mvoc] Mobile News on Dec. 18", by mvoc@samsung.com. Contains articles about Apple and the iPhone.	1/7/2012
SAMNDCA10101751	SAMNDCA10101761	11	Bora Kim	12/18/2008	Email titled "[mvoc] Mobile News on Dec. 19", by mvoc@samsung.com. Includes an article about the iPhone.	1/7/2012
SAMNDCA10101762	SAMNDCA10101780	19	Bora Kim	12/14/2008	Email titled "[mvoc] Mobile News on Dec. 15", by mvoc@samsung.com. Contains articles about Apple and the iPhone.	1/7/2012
SAMNDCA10101781	SAMNDCA10101821	41	Bora Kim	4/25/2008	"Global GSM Product Roadmap v3.21", by Product Planning Group. This is a presentation document in which the iPhone 3G is mentioned as a competitor.	1/7/2012
SAMNDCA10101847	SAMNDCA10101897	51	Bora Kim	4/13/2009	"Samsung Mobile Standard Side Parts Design Guide - Appendix - Vol 1.0 General", by Samsung Mobile Design Group. This presentation document analyzes side parts of mobile devices and mentions Apple and the iPhone.	1/7/2012
SAMNDCA10101953	SAMNDCA10102064	112	Bora Kim	9/14/2010	"Samsung 2H11 RFP Response", by an unknown author, dated September 14, 2010. Presentation document mentions the iPhone.	1/7/2012
SAMNDCA10102065	SAMNDCA10102071	7	Bora Kim	No date	"AT&T Flagship", by Samsung Electronics. Presentation document containing analysis of the iPhone 4.	1/7/2012
SAMNDCA10102098	SAMNDCA10102164	67	Bora Kim	Jun-09	"Communication Megatrend in Europe <fusion of styles and languages>", by Samsung Design Milano. Mentions Apple.	1/7/2012
SAMNDCA10102165	SAMNDCA10102189	25	Bora Kim	Dec-09	"Media Review Workshop Munich 2009", by Samsung Design Milano. Presentation document mentions Apple.	1/7/2012
SAMNDCA10102273	SAMNDCA10102343	71	Bora Kim	Dec-09	"Media Review Italy December 2009 Articles", by Samsung Design Milano. Mentions Apple.	1/7/2012
SAMNDCA10102344	SAMNDCA10102431	88	Bora Kim	No date	"Social + Lifestyle Trends 2012-2013", by sd:a. Mentions Apple, iPod and the iPhone.	1/7/2012
SAMNDCA10102599	SAMNDCA10102657	59	Bora Kim	Mar-10	"Mobile Phone Provider Study", by CCR for Samsung. This is a presentation document that analyzes surveys of mobile phone users and mentions the iPhone.	1/7/2012
SAMNDCA10102658	SAMNDCA10102692	35	Bora Kim	No date	"2010 US Carrier Perception Study Findings prepared for Samsung Mobile Design Team", by lextant. Mentions the iPhone.	1/7/2012
SAMNDCA10102693	SAMNDCA10102758	66	Bora Kim	No date	"Locket 2011 Smart Bar Phone Market Stories" by Samsung Design Delhi. Mentions the iPhone.	1/7/2012
SAMNDCA10102759	SAMNDCA10102895	137	Bora Kim	7/15/2011	"Smart Bar Phone Research 2011 --Understanding the Bar Phone and entry level smart phone Indian Consumer", by Ipsos for Samsung. Mentions Apple, the iPod, and the iPhone.	1/7/2012
SAMNDCA10102896	SAMNDCA10103034	139	Bora Kim	7/18/2011	"Smart Bar Research 2011", by Samsung Design Delhi. Presentation document contains discussion of Apple and the iPhone.	1/7/2012
SAMNDCA10103035	SAMNDCA10103284	250	Bora Kim	7/20/2011	"European mass phone strategy Final presentation", by Samsung. This presentation document contains consumer discussions about the iPhone and Apple.	1/7/2012
SAMNDCA10103285	SAMNDCA10103431	147	Bora Kim	No date	"2011 Global Industrial Design Trends Update", by SdM. Mentions Apple and discusses the design of the iPad 2.	1/7/2012
SAMNDCA10103432	SAMNDCA10103544	113	Bora Kim	No date	"Physical Interaction Trend Influencer 2013-2014", unknown author. Mentions the iPad 2.	1/7/2012
SAMNDCA10103545	SAMNDCA10103684	140	Bora Kim	3/29/2011	"2013-14 Interaction Design Insight Physical Interaction Trend", by Samsung Design America. Includes discussion of iPad 2's smart cover, Apple's MacBook Pro, and mentions the iPhone.	1/7/2012

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SAMNDCA10103685	SAMNDCA10103812	128	Bora Kim	No date	"Samsung Visual Language EU 2013 - PHASE 2", by NellyRodi. Mentions iPhone's Time Machine.	1/7/2012
SAMNDCA10103813	SAMNDCA10103948	136	Bora Kim	6/0/2011	"Cell Phone Cover Materials Trendbook 2013", by Samsung. Mentions Apple's Facetime system.	1/7/2012
SAMNDCA10103949	SAMNDCA10104044	96	Bora Kim	7/21/2011	"2012-13 North American CMF Palette", by HQ. sd:a/Laura Guido-Clark Design. Mentions a case for the iPhone.	1/7/2012
SAMNDCA10104045	SAMNDCA10104051	7	Bora Kim	No date	"Product Application Research Expanded Habitats", by Designit. This is a presentation document that mentions a backcover for an iPad.	1/7/2012
SAMNDCA10104052	SAMNDCA10104060	9	Bora Kim	No date	"Product Application Research Essentially Reduced", by Designit. Presentation document mentions a computer mouse made by Apple.	1/7/2012
SAMNDCA10104061	SAMNDCA10104141	81	Bora Kim	6/22/2010	"Samsung CMF 2011/2012 Product Application Research & Analysis", by Designit. Mentions the iPhone 4 and a computer mouse made by Apple.	1/7/2012
SAMNDCA10104142	SAMNDCA10104215	74	Bora Kim	6/22/2010	"Samsung CMF 2011/2012 Product Application Research & Analysis", by Designit. Mentions the iPhone 4 and a computer mouse made by Apple. Appears to be a near duplicate of SAMNDCA10104061.	1/7/2012
SAMNDCA10104216	SAMNDCA10104355	140	Bora Kim	3/29/2011	"2013-14 Interaction Design Insight Physical Interaction Trend", by Samsung Design America. Includes discussion of iPad 2's smart cover, Apple's MacBook Pro, and mentions the iPhone. Appears to be a near duplicate of SAMNDCA10103545.	1/7/2012
SAMNDCA10104356	SAMNDCA10104378	23	Bora Kim	Jun-11	"Emerging Trends & Attitudes Hot Sheet", by Samsung Design America. Includes discussion of an app for the iPhone and a protective cooking sleeve for the iPad.	1/7/2012
SAMNDCA10104518	SAMNDCA10104539	22	Bora Kim	10/25/2007	"CMF scheme for SAMSUNG MOBILE 2008-2009 PHASE A 2009 TREND ANALYSIS", by NellyRodi. Mentions Apple Computer.	1/7/2012
SAMNDCA10104540	SAMNDCA10104656	117	Bora Kim	No date	CMF Scheme for Samsung Mobile 2008-2009 Phase B CMF & Graphics Expressed Across 6 Consumer Categories", by NellyRodi for Samsung. Mentions early iPhone adopters.	1/7/2012
SAMNDCA10104657	SAMNDCA10104699	43	Bora Kim	No date	"Product Application Samsung Themes 2008-2009, Focus on Nelly Rodi Trends 2009-2010, Color Evolutions Samsung Themes 2009-2010 vs 2008-2009", by Samsung. Mentions Apple diamond iPhone.	1/7/2012
SAMNDCA10104700	SAMNDCA10104742	43	Bora Kim	No date	"Product Application Samsung Themes 2008-2009, Focus on Nelly Rodi Trends 2009-2010, Color Evolutions Samsung Themes 2009-2010 vs 2008-2009", by Samsung. Mentions Apple diamond iPhone. Appears to be a near duplicate of SAMNDCA10104657.	1/7/2012
SAMNDCA10104835	SAMNDCA10104889	55	Bora Kim	No date	"Archetype Design 2009", by Mobile Communication Cluster. Mentions the iPhone as a competitor.	1/7/2012
SAMNDCA10104890	SAMNDCA10104929	40	Bora Kim	8/14/2007	"Total Music Worksession Presentation Consumer Experience Highlights", by unknown author. Mentions Apple and the iPhone.	1/7/2012
SAMNDCA10104930	SAMNDCA10104951	22	Bora Kim	No date	"'07 First Half Overseas Web VOC Trend", by VOC Group. Presentation document includes discussion of the iPhone.	1/7/2012
SAMNDCA10104952	SAMNDCA10105069	118	Bora Kim	7/31/2008	"2010 Directions Presentation", prepared for Ingon Park and Samsung by Plan. Presentation document mentions the iPhone.	1/7/2012
SAMNDCA10105070	SAMNDCA10105124	55	Bora Kim	No date	"Archetype Design 2009", by Mobile Communication Cluster. Mentions the iPhone as a competitor. Appears to be a duplicate of SAMNDCA10104835.	1/7/2012
SAMNDCA10105125	SAMNDCA10105146	22	Bora Kim	No date	"2009 Archetype Design Form Factor Suggestion", by Mobile Design Group Strategy MI Part. Presentation document mentions Apple's iPod.	1/7/2012

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SAMNDCA10105147	SAMNDCA10105188	42	Bora Kim	No date	"2009 Archetype Design Form Factor Suggestion", by Mobile Design Group Strategy MI Part. Presentation document mentions Apple's iPod. <u>Appears to be a near duplicate of SAMNDCA10105125.</u>	1/7/2012
SAMNDCA10105294	SAMNDCA10105327	34	Bora Kim	Oct-06	"Multimedia Analysis", by R&D Team II Mobile Communication Division of Samsung Electronics. Contains market share analysis of the portable music player market and discusses Apple.	1/7/2012
SAMNDCA10105365	SAMNDCA10105419	55	Bora Kim	Mar-09	"Mobile Phone Design Preference Investigation Research Report - Trend Chaser & Pragmatic Fashionist -", prepared for Samsung Electronics by Wise Insight. Mentions the iPhone.	1/7/2012
SAMNDCA10105420	SAMNDCA10105447	28	Bora Kim	Mar-09	"Mobile Phone Design Preference Investigation Research Report - Professional (MD & Editor) -", prepared for Samsung Electronics by Wise Insight. Mentions the iPhone.	1/7/2012
SAMNDCA10105448	SAMNDCA10105550	103	Bora Kim	6/12/2009	"Final Research Report Supplement", by KAIST Products Design Department Design Media Research Center. Mentions the iPhone.	1/7/2012
SAMNDCA10105551	SAMNDCA10105653	103	Bora Kim	6/12/2009	"Final Research Report Supplement", by KAIST Products Design Department Design Media Research Center. Mentions the iPhone. Appears to be a duplicate of SAMNDCA10105448.	1/7/2012
SAMNDCA10105654	SAMNDCA10105692	39	Bora Kim	6/12/2009	"Novel Form Factor and Moving Mechanism Design of a Mobile Phone that produces 'Wow' effects", by KAIST Products Design Department Design Media Research Center. Mentions the iPhone.	1/7/2012
SAMNDCA10105693	SAMNDCA10105731	39	Bora Kim	6/12/2009	"Novel Form Factor and Moving Mechanism Design of a Mobile Phone that produces 'Wow' effects", by KAIST Products Design Department Design Media Research Center. Mentions the iPhone. Appears to be a duplicate of SAMNDCA10105654.	1/7/2012
SAMNDCA10105782	SAMNDCA10105806	25	Bora Kim	No date	"Skin", unknown author. Mentions Apple.	1/7/2012
SAMNDCA10244357	SAMNDCA10244412	56	Jeeyeun Wamg	12/17/2008	"Touch Portfolio Rollout Strategy: Recommendation Based On Consumer Insight" by Samsung. Samsung's report providing recommendations on Samsung's touch phone strategy based on consumer surveys on iPhone and Samsung phones.	1/13/2012
SAMNDCA10244413	SAMNDCA10244473	61	Jeeyeun Wamg	6/5/2009	"MIEUX -Emotional UX: Make it Emotional UX" by Malin Andersson, Dokshin Lim, Diana Ng, Sunny Yang, Jim Kosem, Mikael Metthey, Craig Allen, Wireless UI. A report including analysis of iPhone user interface design.	1/13/2012
SAMNDCA10244474	SAMNDCA10244534	61	Jeeyeun Wamg	6/5/2009	"MIEUX -Emotional UX: Make it Emotional UX" by Malin Andersson, Dokshin Lim, Diana Ng, Sunny Yang, Jim Kosem, Mikael Metthey, Craig Allen, Wireless UI. A report including analysis of iPhone user interface design. Appears to be a duplicate of SAMNDCA10244413.	1/13/2012
SAMNDCA10244535	SAMNDCA10244543	9	Jeeyeun Wamg	No date	No title, no author, no date. A spreadsheet showing detailed comparison of Galaxy S and iPhone.	1/13/2012
SAMNDCA10244544	SAMNDCA10244571	28	Jeeyeun Wamg	No date	No title, no author, no date. A spreadsheet mentioning Menu scrolling effect in Galaxy S compared against that of iPhone.	1/13/2012
SAMNDCA10244572	SAMNDCA10244574	3	Jeeyeun Wamg	11/10/2010	"Pepero Day BEAT GUI" by Jeeyeun Wang, an email. Mentions borrowing an iPad and looking at an app called pulse.	1/13/2012
SAMNDCA10244575	SAMNDCA10244579	5	Jeeyeun Wamg	11/11/2010	"Re: Fwd: Pepero Day BEAT GUI" by InWon Jong, an email. Mentions borrowing an iPad and looking at an app called pulse.	1/13/2012
SAMNDCA10244580	SAMNDCA10244585	6	Jeeyeun Wamg	4/4/2011	"Re: Re: Re: FW: [i distribution] Motorola Motoblur's new blue Blur - Fwd: Motorola MOTOBLUR more to come..." by Meeyoung Kim, an email. Includes comparison of Galaxy U and iPhone 4.	1/13/2012
SAMNDCA10244586	SAMNDCA10244590	5	Jeeyeun Wamg	5/9/2011	"Fwd: (Important/Must-Read)Fwd: [SEUK] Galaxy S II Successful Sales and Supply Issue" by Sungsik Lee, an email. Mentions Galaxy S II as model that can win against iPhone.	1/13/2012

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SAMNDCA10244591	SAMNDCA10244593	3	Jeeyeun Wamg	4/29/2011	"Design Success Secret and UCD" by Jeeyeun Wang, an email. Mentions a "The Economist" magazine article on Apple as the leader in design innovation.	1/13/2012
SAMNDCA10244594	SAMNDCA10244600	7	Jeeyeun Wamg	5/24/2011	"[Article] How Apple works: Inside the world's biggest startup" by Huichul Yang, an email.	1/13/2012
SAMNDCA10244640	SAMNDCA10244640	1	Jeeyeun Wamg	6/30/2011	"[Material Share] iCloud Analysis (KT Economic Research Institute Material)" by Huichul Yang, an email. Mentions a PDF document titled "iCloud, a terrifying strategy thrown by Apple"	1/13/2012
SAMNDCA10244641	SAMNDCA10244665	25	Jeeyeun Wamg	No date	"iCould, a terrifying strategy thrown by Apple - How will Samsung, LG, Google, MS solve this topic called 'iCloud?'" by Sungchoon Lee and Yangsoo Lim at KT Economic Management Institute. This document analyzes Apple's iCloud.	1/13/2012
SAMNDCA10244666	SAMNDCA10244667	2	Jeeyeun Wamg	7/6/2011	"What's our shape?" by Huichul Yang, an email dated 7/6/2011. Contains an article about shape mention Apple and iPhone.	1/13/2012
SAMNDCA10244668	SAMNDCA10244671	4	Jeeyeun Wamg	7/13/2011	"[Contractor Proposal] PlusX PlusX" by Eunhye Jung, an email. Mentions a portfolio on UX that includes iPhone and iPad.	1/13/2012
SAMNDCA10244672	SAMNDCA10244710	39	Jeeyeun Wamg	No date	"Plus X portfolio User Interface eXperience design" no author, no date. Contains iPhone and iPad pictures of user interface.	1/13/2012
SAMNDCA10244711	SAMNDCA10244715	5	Jeeyeun Wamg	9/4/2011	"Korean Font Competitiveness Comparison (Apple Korean Font Upgrade Case)" by Bong Hee Kim, an email. Mentions Apple is upgrading Korean font with OS beta 6.	1/13/2012
SAMNDCA10244716	SAMNDCA10244726	11	Jeeyeun Wamg	9/1/2011	"Korean Font Competitiveness Comparison" by UX Cluster - VX Cell, a presentation. Includes an analysis of Apple's Korean font upgrade.	1/13/2012
SAMNDCA10244727	SAMNDCA10244729	3	Jeeyeun Wamg	9/20/2011	"[Midas D-Winset Motion List Delivery]" by Ho Kim, an email. Mentions iPad 2.	1/13/2012
SAMNDCA10244773	SAMNDCA10244880	108	Jeeyeun Wamg	9/6/2011	"Contact ver 1.0 UI Guideline ICS Touchwiz Android" by Hyungwoo Shin, a presentation. Mentions a search window hiding function, as in iPhone.	1/13/2012
SAMNDCA10244881	SAMNDCA10244885	5	Jeeyeun Wamg	9/30/2011	"Re: Opinion Request - ICS Front Key Policy Case" by Donghwan Yang, an email. Mentions iPhone's Retina display.	1/13/2012
SAMNDCA10244886	SAMNDCA10244890	5	Jeeyeun Wamg	10/9/2011	"Re: [2012 UX Announcement - Sprint Feedback]" by Donghoon Jang, an email. Mentions Apple's announcement of Siri and Samsung's voice function's competitiveness against that of iPhone's.	1/13/2012
SAMNDCA10244891	SAMNDCA10244897	7	Jeeyeun Wamg	10/13/2011	"(Update Copy distribution and action item) Re: 2012 Business Feedback Compilation about UX" by Kyoungtaek Kim, an email. Mentions Apple's announcement of Siri and Samsung's voice function's competitiveness against that of iPhone's.	1/13/2012
SAMNDCA10245181	SAMNDCA10245185	5	Jeeyeun Wamg	10/19/2011	"Fwd: Guru's Blog" by Huichul Yang, an email. Mentions Siri on iPhone 4S	1/13/2012
SAMNDCA10245186	SAMNDCA10245189	4	Jeeyeun Wamg	11/2/2011	"Fwd: [Approval Notification]Siri (iPhone 4S) Benchmarking Evaluation Result Report" by Sungsik Lee, an email.	1/13/2012
SAMNDCA10245190	SAMNDCA10245213	24	Jeeyeun Wamg	10/31/2011	"Siri vs. Voice talk" by Global CS Team Advanced Quality Group. This document compares Siri on the 4S against Samsung's Voice talk.	1/13/2012
SAMNDCA10245228	SAMNDCA10245233	6	Jeeyeun Wamg	11/15/2011	"Fwd: [meeting minutes] Tablet Service Accessibility Improvement Plan Product Strategy Team Leader Report" by Eunjung Huh, an email. Mentions a presentation titled "Our Company's Tablet Service Competitiveness Analysis (iPad, Kindle Fire) 20111022 (final)".	1/13/2012
SAMNDCA10245249	SAMNDCA10245280	32	Jeeyeun Wamg	10/22/2011	"Our Company Tablet Service Competitiveness Analysis and Response Plan - iPad, Kindle Fire Contrast Comparison Analysis" by Enabling Group, Samsung, a presentation. A comparison of Samsung's eReader service against Apple iPad and Amazon Kindle Fire.	1/13/2012

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SAMNDCA10245296	SAMNDCA10245328	33	Jeeyeun Wang	11/15/2011	"European Telecommunication Operation - Improvements on P8 (S/W P6800XXXK6)" by Samsung, a presentation. Mentions iPad.	1/13/2012
SAMNDCA10245338	SAMNDCA10245341	4	Jeeyeun Wang	11/18/2011	"[Home Screen, Livepanel, Hero Widget Confirmation Needed][Result Report] 11/16-17 Vodafone Global & Bouygues Carrier Meeting" by Hyoyoung Kim, an email. Mentions Apple iPhone purchasers.	1/13/2012
SAMNDCA10245369	SAMNDCA10245384	16	Jeeyeun Wang	12/16/2011	"Re: Re: Fwd: Re: Re: Re: Re: [Bulletin] P4 Note Usability Issue Update Request" by Somina Min, an email. Mentions an iPad app called Informant HD.	1/13/2012
SAMNDCA10245388	SAMNDCA10245432	45	Jeeyeun Wang	No date	"Reaching People, Enriching Satisfaction METS HIT" by Mets HIT, no date. Mentions Apple iPhone.	1/13/2012
SAMNDCA10245436	SAMNDCA10245439	4	Jeeyeun Wang	11/16/2010	"Fwd: [Confidential] Fwd: Fwd: [North America Product Planning NCD Task] Mirror Mirror Task Distribution" by Dahyun Kim, an email. Mentions iPad.	1/13/2012
SAMNDCA10245440	SAMNDCA10245451	12	Jeeyeun Wang	11/18/2010	"Re: Re: Re: (Popup)Fwd: [Fraser] Winset inquiry" by Jeeyeun Wang, an email. Mentions analysis of iPhone.	1/13/2012
SAMNDCA10245452	SAMNDCA10245521	70	Jeeyeun Wang	2/25/2010	"Pop-up Improvement (iPhone Analysis)" no author, a presentation. Contains analysis of iPhone.	1/13/2012
SAMNDCA10245522	SAMNDCA10245601	80	Jeeyeun Wang	No date	"iPhone GUI Elements" no author, no date. Contains analysis of iPhone's GUI elements.	1/13/2012
SAMNDCA10245602	SAMNDCA10245604	3	Jeeyeun Wang	12/6/2010	"(Regent UX theme related SEG Weekly Report) Fwd: SEG Field Issue report TN (W48)" by Manwoo Park, an email. Mentions Apple iPhone 4 pre-sale.	1/13/2012
SAMNDCA10245620	SAMNDCA10245623	4	Jeeyeun Wang	12/13/2010	"[Morning Product Strategy Team Officers Meeting Confirmation Direction Item Report] : Samsung Subsidiaries' Feedback Result on Regent GUI" by Manwoo Park. This is an email document. Mentions differentiating from iPhone.	1/13/2012
SAMNDCA10245624	SAMNDCA10245625	2	Jeeyeun Wang	No date	"New GUI for Regent", by Samsung, no date. Mentions GUI differentiation from iPhone.	1/13/2012
SAMNDCA10245660	SAMNDCA10245697	38	Jeeyeun Wang	Oct-10	No title, no author. Stating that Beat's homescreen concept and structure, one hard key concept, and layout are similar to those of iPhone.	1/13/2012
SAMNDCA10245698	SAMNDCA10245706	9	Jeeyeun Wang	12/20/2010	"Fwd: Fwd: Fwd: Fwd: There is a P5 GUI Meeting. Thursday, 1:30PM." by Hoik Hwang, an email. Mentions iPad OS 4.2.	1/13/2012
SAMNDCA10245709	SAMNDCA10245755	47	Jeeyeun Wang	12/29/2010	"UX Report" no author. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10245782	SAMNDCA10245893	112	Jeeyeun Wang	No date	"Samsung Mobile B2B Solution UX Guideline 2. Interface Design Guide" no author, no date. Mentions iPhone graphic elements.	1/13/2012
SAMNDCA10245909	SAMNDCA10245910	2	Jeeyeun Wang	1/19/2011	"Fwd: Apple iOS4.3 Beta Change Details Report" by Sungsik Lee, an email. Mentions iPad 2.	1/13/2012
SAMNDCA10245911	SAMNDCA10245935	25	Jeeyeun Wang	1/19/2011	"Apple iOS 4.3 Beta Change Details (iOS 4.3 8F5132f)" by Jiyeon Yu, a presentation. Mentions iPad 2.	1/13/2012
SAMNDCA10245938	SAMNDCA10245951	14	Jeeyeun Wang	1/21/2011	"iOS 4.3 beta Response Plan" by Design Group, Samsung, a presentation. Mentions iPad and iPhone	1/13/2012
SAMNDCA10245952	SAMNDCA10245955	4	Jeeyeun Wang	1/22/2011	"Re: This is Jeeyeun Wang." by Dongseok Ryu, an email. Mentions iPad.	1/13/2012
SAMNDCA10245956	SAMNDCA10245957	2	Jeeyeun Wang	2/8/2011	"Written Report Case" by Sungsik Lee, an email. Mentions Honeycomb vs. iPad competitiveness comparison.	1/13/2012
SAMNDCA10245958	SAMNDCA10245960	3	Jeeyeun Wang	2/11/2011	"3rd Apple company Strategy Analysis Insight Report Share" by Jongseok Kim, an email. Mentions 3rd Party Application, Apple TV, iPhone and iPad.	1/13/2012
SAMNDCA10245961	SAMNDCA10245964	4	Jeeyeun Wang	2/21/2011	"[TechCrunch Article Share] 10 Reasons To Buy A Tablet (And 5 Reasons Not To)" by Huichul Yang, an email. Mentions iPad and iPad 2.	1/13/2012
SAMNDCA10245965	SAMNDCA10245968	4	Jeeyeun Wang	2/24/2011	"Re: Re: Re: Department Head-Supervised UX Review Meeting Attendance Request" by Chulhwan Lee, an email. Mentions Apple iPad 2 and iPhone 5 market information.	1/13/2012

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SAMNDCA10245969	SAMNDCA10245977	9	Jeeyeun Wamg	2/25/2011	"Re: Re: [Time Change Saturday 3:00] Department Head-Supervised UX Review Meeting Attendance Request" by DeokShin Lim, an email. Mentions Apple iPad 2 and iPhone 5 market information.	1/13/2012
SAMNDCA10245988	SAMNDCA10245992	5	Jeeyeun Wamg	3/3/2011	"Seine Camera GUI Battery Consumption Issue Case" by Youngmin Yoon, an email. Mentions iPhone camcorder button.	1/13/2012
SAMNDCA10245996	SAMNDCA10246029	34	Jeeyeun Wamg	3/4/2011	"HTC Sense UI Carriers Response" by Design Strategy Part, Samsung, a presentation. Mentions Apple iPhone.	1/13/2012
SAMNDCA10246034	SAMNDCA10246096	63	Jeeyeun Wamg	Mar-11	"Galaxy S II Usability Evaluation (1) - Comparative Analysis of Ease of Use Compared to HTC" by Marketing Group, Strategy & MI Part, a presentation. Mentions iPhone users.	1/13/2012
SAMNDCA10246097	SAMNDCA10246167	71	Jeeyeun Wamg	Mar-11	"Galaxy S II Usability Evaluation (2) - Improvement Recommendation Based on the Pre-launch Consumer Research" by Marketing Group, Strategy & MI Part, a presentation. Includes comparison of Galaxy S II with iPhone.	1/13/2012
SAMNDCA10246168	SAMNDCA10246175	8	Jeeyeun Wamg	3/15/2011	"[SLP] Case for Icon Support through Font" by Minhwa Jung, an email. Mentions iPhone.	1/13/2012
SAMNDCA10246176	SAMNDCA10246179	4	Jeeyeun Wamg	4/4/2011	"Fwd: [Approval Notification]Seine Mobile Printing Function Competitiveness Comparison Evaluation Report" by Sungsik Lee, an email. Mentions comparison of Seine against iPhone.	1/13/2012
SAMNDCA10246180	SAMNDCA10246187	8	Jeeyeun Wamg	2011	"Mobile Printing Function Competitiveness Comparison (Seine vs iPhone)" by Root Quality Group, a presentation.	1/13/2012
SAMNDCA10246197	SAMNDCA10246241	45	Jeeyeun Wamg	3/2/2011	"SLP Tablet" no author, a presentation. Includes comparison of Galaxy Tab with Apple iPad.	1/13/2012
SAMNDCA10246246	SAMNDCA10246266	21	Jeeyeun Wamg	4/9/2011	"2012 UX USP (Unique Selling Proposition) Proposal, Unique Advantages" by Product Strategy Team, Design Group, a presentation. Mentions competitor direction and Apple iPhone, iPad, iPad 2.	1/13/2012
SAMNDCA10246267	SAMNDCA10246268	2	Jeeyeun Wamg	4/14/2011	"[USP TF] Useful-looking iPhone Apps" by Taeyoung Ha, an email.	1/13/2012
SAMNDCA10246273	SAMNDCA10246293	21	Jeeyeun Wamg	No date	"Samsung Signature Brand UX Consumer Trends & User Values" by Catherine Scheider, STA Design & Strategy, Samsung Electronics Co., Ltd., a presentation. Mentions iPhone user.	1/13/2012
SAMNDCA10246294	SAMNDCA10246300	7	Jeeyeun Wamg	No date	"Contextual Awareness in UX Summary of notes from Brand UX brainstorm session." no author, a presentation. Mentions Apple.	1/13/2012
SAMNDCA10246301	SAMNDCA10246313	13	Jeeyeun Wamg	4/1/2011	"Summary of STA Market Insights Reports" by UX Strategy Team Mobile Design Group, Samsung Electronics Co., Ltd., a presentation. Mentions Apple.	1/13/2012
SAMNDCA10246314	SAMNDCA10246337	24	Jeeyeun Wamg	Feb-11	"Post Launch Consumer Insights Summary" by Samsung Mobile, a presentation. Mentions iPhone.	1/13/2012
SAMNDCA10246338	SAMNDCA10246445	108	Jeeyeun Wamg	Mar-11	"2011 Wireless Smartphone Satisfaction Study" by Telecommunication Department, J.D. Power and Associates, a report.. Include a survey of iPhone owners.	1/13/2012
SAMNDCA10246456	SAMNDCA10246481	26	Jeeyeun Wamg	No date	"Tech Press Reviews Analysis Comparing reviews for the Motorola Atrix 4G, the HTC Inspire 4G, and Samsung Captivate buhu" by Samsung, a presentation with no date. Mentions Apple iPhone 4.	1/13/2012
SAMNDCA10246482	SAMNDCA10246490	9	Jeeyeun Wamg	No date	"Samsung Captivate Reviews", no author, no date. Mentions iPhone.	1/13/2012
SAMNDCA10246604	SAMNDCA10246630	27	Jeeyeun Wamg	No date	No title, no author, a spreadsheet with no date. Mentions Apple iPhone and iPad.	1/13/2012
SAMNDCA10246660	SAMNDCA10246693	34	Jeeyeun Wamg	4/28/2011	"Ch@ton Differentiation Strategy" by Common Platform Development Group, a presentation. Mentions iPhone.	1/13/2012
SAMNDCA10246694	SAMNDCA10246709	16	Jeeyeun Wamg	No date	"Samsung Messenger (ChatON) - Differentiation Policy Document - Ver1.0" by MSC - Common Platform Development Group, a presentation with no date. Mentions iPhone.	1/13/2012

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SAMNDCA10246715	SAMNDCA10246744	30	Jeeyeun Wang	3/5/2010	"Google Mobile Applications" by Product Strategy Team SP Part, Google, a presentation. Mentions iPhone.	1/13/2012
SAMNDCA10246792	SAMNDCA10246828	37	Jeeyeun Wang	5/18/2011	"European Telecommunication Operation P5 vs. iPad2" by Samsung, a presentation. Comparison of P5 against iPad 2.	1/13/2012
SAMNDCA10246829	SAMNDCA10246832	4	Jeeyeun Wang	3/15/2011	"Fwd: [Approval Notification]Seine Multimedia Comparison Evaluation Report" by Sungsik Lee, an email. Mentions evaluation of Seine against iPhone.	1/13/2012
SAMNDCA10246833	SAMNDCA10246849	17	Jeeyeun Wang	No date	"Multimedia Editor Comparison Evaluation" by Root Quality Group, no date. Mentions the video editors and photo editors in Seine and iPhone 4.	1/13/2012
SAMNDCA10246855	SAMNDCA10246883	29	Jeeyeun Wang	6/29/2011	"Dynamic Winset Natural and interesting flow of experience" by Mobile Design Group, a presentation. Mentions Apple iOS.	1/13/2012
SAMNDCA10246887	SAMNDCA10246891	5	Jeeyeun Wang	12/27/2010	"[Article Share] An iPhone Lover's Take On Windows Phone" by Huichul Yang, an email.	1/13/2012
SAMNDCA10246892	SAMNDCA10246897	6	Jeeyeun Wang	2/25/2011	"[S tab] Blog Article Share" by Yoonjung Choi, an email. Mentions iPad.	1/13/2012
SAMNDCA10246898	SAMNDCA10246899	2	Jeeyeun Wang	2/25/2011	"[Article Share] Mobile World Congress: Most Buzzed-About Phones, Tablets & Brands" by Huichul Yang, an email. Mentions iPad.	1/13/2012
SAMNDCA10246900	SAMNDCA10246904	5	Jeeyeun Wang	2/27/2011	"Re: Fwd: [TechCrunch Article Share] 10 Reasons To Buy A Tablet (And 5 Reasons Not To)" by Jieun Yang, an email. Mentions iPad and iPad 2.	1/13/2012
SAMNDCA10246908	SAMNDCA10246911	4	Jeeyeun Wang	3/3/2011	"[Information] iPad 2 Major Features" by Neung Eun Kang, an email. Mentions iPad2 features.	1/13/2012
SAMNDCA10246912	SAMNDCA10246914	3	Jeeyeun Wang	3/3/2011	"Fwd: iPad 2 Launch Summary Report" by Sungsik Lee, an email.	1/13/2012
SAMNDCA10246915	SAMNDCA10246927	13	Jeeyeun Wang	3/3/2011	"iPad 2 Launch Report" by Mobile Business Division, a report. A report on iPad 2 launch announced by Steve Jobs on 3/2/2011.	1/13/2012
SAMNDCA10246928	SAMNDCA10246930	3	Jeeyeun Wang	3/6/2011	"Fwd: Re: Re: [Meeting Minutes forward] GalaxyS2(Seine) UX Related Inspection Meeting Bulletin - Power User FGI + Verification Cell Issue Added" by Sungsik Lee, an email. Mentions iPhone/iPad users for Galaxy Tab UX verification.	1/13/2012
SAMNDCA10246931	SAMNDCA10246958	28	Jeeyeun Wang	No date	No title, no author, a spread sheet with no date. Mentions iPhone.	1/13/2012
SAMNDCA10247011	SAMNDCA10247044	34	Jeeyeun Wang	3/4/2011	"HTC Sense UI Carrier Companies Response" by Design Strategy Part, Samsung, a presentation. Mentions iPhone.	1/13/2012
SAMNDCA10247045	SAMNDCA10247054	10	Jeeyeun Wang	2010	"HTC Sense 2.0 Overview" by Samsung Telecommunications America, a presentation. Mentions Apple.	1/13/2012
SAMNDCA10247091	SAMNDCA10247096	6	Jeeyeun Wang	3/8/2011	"Fwd: (Summary Report) STRI Executive Summary (2011.3.8)" by Huichul Yang, an email. Mentions Apple's announcement of iPad 2.	1/13/2012
SAMNDCA10247097	SAMNDCA10247099	3	Jeeyeun Wang	No date	"Intelligence Report Executive Summary Covering Feb. 24 to Mar. 3" by Samsung Telecom Research. Israel Executive Summary - a report with no date. Mentions Apple's announcement of iPad 2.	1/13/2012
SAMNDCA10247112	SAMNDCA10247117	6	Jeeyeun Wang	3/12/2011	"Fwd: [ROA Consulting] Daily News Briefing Service 2011.3.10(Thurs)" by Huichul Yang, an email. Mentions iPhone 4.	1/13/2012
SAMNDCA10247118	SAMNDCA10247137	20	Jeeyeun Wang	3/14/2011	"Re: Fwd: [Information] iOS 4.3 for iPhone, iPad walkthrough" by Sun-young Yi, an email.	1/13/2012
SAMNDCA10247138	SAMNDCA10247163	26	Jeeyeun Wang	1/20/2011	"Apple iOS 4.3 Beta Change Details (iOS 4.3 beta 2 - 10M2508a)" by Jiyeon Yu, a presentation.	1/13/2012
SAMNDCA10247164	SAMNDCA10247166	3	Jeeyeun Wang	3/22/2011	"Apple company Server Base N-Screen Strategy Insight Report" by JongSeok Kim, an email Mentions iPod, iPhone, iPad, iTV.	1/13/2012
SAMNDCA10247167	SAMNDCA10247169	3	Jeeyeun Wang	3/28/2011	"Fwd: Fwd: Re: Re: Design Related" by Kyoungtaek Kim, an email. Mentions iPad 2 and iPhone 5.	1/13/2012
SAMNDCA10247170	SAMNDCA10247252	83	Jeeyeun Wang	Jan-11	"HTC Sense UI", by SDA, a presentation. Mention Apple iPhone.	1/13/2012
SAMNDCA10247253	SAMNDCA10247260	8	Jeeyeun Wang	3/27/2011	"HTC Sense FGI Key Finding" by KyoungAe Lim, a presentation. Mentions iPhone.	1/13/2012

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SAMNDCA10247261	SAMNDCA10247261	1	Jeeyeun Wamg	4/5/2011	"[INFOGRAPHIC] iPhone 5 Rumors Compilation" by JongSung Joo, an email.	1/13/2012
SAMNDCA10247262	SAMNDCA10247265	4	Jeeyeun Wamg	11/14/2011	"[Sharing the Article] HTML5: Technology that is changing the Web", by Huichul Yang, an email. Mentions Apple iPhone and iPad.	1/13/2012
SAMNDCA10247266	SAMNDCA10247270	5	Jeeyeun Wamg	11/9/2011	"[Sharing the Article] What Is Missed and Not Missed When Changing From Android to iOS" by Huichul Yang. An email attaching an article by Alex Layne entitled "Switching from Android to iOS: What I'll miss and what I won't", which discusses Apple and the iPhone 4.	1/13/2012
SAMNDCA10247271	SAMNDCA10247276	6	Jeeyeun Wamg	11/15/2011	"[Review] Amazon Kindle Fire, iPad's First True Competitor" by Huichul Yang. An email attaching an article by Lance Ulanoff entitled "Amazon Kindle Fire, iPad's First True Competitor [Review]."	1/13/2012
SAMNDCA10247277	SAMNDCA10247278	2	Jeeyeun Wamg	1/7/2010	"Re: Re: Request for Agenda for January's Quality Innovation Conference" by Dong-Hoon Chang. An email that mentions the iPhone.	1/13/2012
SAMNDCA10247279	SAMNDCA10247282	4	Jeeyeun Wamg	1/7/2010	"Re: Fwd: Re: Re: Request for Agenda for January's Quality Innovation Conference" by Kyoungtaek Kim. An email that refers to sending iPhone comparison materials.	1/13/2012
SAMNDCA10247283	SAMNDCA10247372	90	Jeeyeun Wamg	12/8/2009	"Touch Wiz 3.0" by Samsung Design Group. Presentation comparing various features of the TW3.0 with the iPhone.	1/13/2012
SAMNDCA10247373	SAMNDCA10247378	6	Jeeyeun Wamg	2/11/2010	"Fwd: Fwd: Fwd: Summary of the Executive Meeting Hosted By the Unit Manager" by Bong Hui Kim. An email that compares the iPhone with the Omnia.	1/13/2012
SAMNDCA10247379	SAMNDCA10247381	3	Jeeyeun Wamg	6/3/2010	"Related to Eun Hae Jung's Recruitment" by Bong Hi Kim. An email that mentions the iPhone.	1/13/2012
SAMNDCA10247382	SAMNDCA10247382	1	Jeeyeun Wamg	2/17/2010	"iPhone softkey Arrangement Rules" by Kyoungtaek Kim, an email that includes an analysis of the iPhone's softkey arrangement.	1/13/2012
SAMNDCA10247398	SAMNDCA10247400	3	Jeeyeun Wamg	2/23/2010	"[info] ipad user experience guidelines" by Jung Soon Kim. An email attaching the "iPad User Experience Guidelines."	1/13/2012
SAMNDCA10247401	SAMNDCA10247404	4	Jeeyeun Wamg	3/1/2010	"Re: Re: ux love marks" by Seung Woo Shin, an email with a discussion of various features of the iPhone.	1/13/2012
SAMNDCA10247405	SAMNDCA10247408	4	Jeeyeun Wamg	3/1/2010	"Re: Re: ux love marks" by Jung Soon Kim, an email with a discussion of various features of the iPhone.	1/13/2012
SAMNDCA10247413	SAMNDCA10247435	23	Jeeyeun Wamg	3/17/2010	"Samsung UX Lovemarks Design for Samsung Mobile" by Method, Inc., a project proposal that mentions the iPhone.	1/13/2012
SAMNDCA10247436	SAMNDCA10247440	5	Jeeyeun Wamg	4/21/2010	"Fwd: Rd: FW: [Representative Director CEO's Mail] Notification of Receipted CEO's Email" by Sungsik Lee, an email that includes a customer's analysis of Apple and the iPhone.	1/13/2012
SAMNDCA10247441	SAMNDCA10247447	7	Jeeyeun Wamg	4/22/2010	"Re: Re: Fwd: Re: FW: [Representative Director CEO's Mail] Notification of Receipted CEO's Email" by Jeeyeun Wang, an email that includes a customer's analysis of Apple and the iPhone.	1/13/2012
SAMNDCA10247448	SAMNDCA10247451	4	Jeeyeun Wamg	4/28/2010	"Re: North American NCD Progress, Challenges and Push-through" by Dong Seok Ryu, an email that mentions the iPad.	1/13/2012
SAMNDCA10247452	SAMNDCA10247453	2	Jeeyeun Wamg	4/30/2010	"Wrap-up of the Challenges Related to Lovemark Item VI" by Jang Yoon Kwon, an email that discusses the iPhone and the iPad.	1/13/2012
SAMNDCA10247454	SAMNDCA10247455	2	Jeeyeun Wamg	5/14/2010	"Re: Samsung - Mobile Device Icons - Proposals & Samples - Momentum Design Lab" by Min Song, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247460	SAMNDCA10247462	3	Jeeyeun Wamg	6/30/2010	"Re: RE: SAM > LUV Mobile Research" by Jeeyeun Wang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247463	SAMNDCA10247463	1	Jeeyeun Wamg	7/2/2010	"Google Buys BumpTop, A 3D User Interface For Chrome OS & Android?" by Jung Soon Kim. An email forwarding an article titled "Google Buys BumpTop, A 3D User Interface For Chrome OS & Android?" and which mentions the iPhone.	1/13/2012

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SAMNDCA10247464	SAMNDCA10247467	4	Jeeyeun Wamg	8/14/2010	"Fwd: Fwd: STRI CI Q2 Trends: Gyroscope, Smart TV, Emerging Markets, Security, Social Networks, and more" by Donghoon Chang, an email that mentions Apple.	1/13/2012
SAMNDCA10247468	SAMNDCA10247470	3	Jeeyeun Wamg	8/27/2010	"[E=Lovemark Challenges] The Reason Spec-Challenged Apple Is Thriving" by Jung Soon Kim, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247471	SAMNDCA10247482	12	Jeeyeun Wamg	8/31/2010	"[Lovemarks] Report to SVP, Mr. Dong-Hoon Chang" by Dahwun Kim, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247483	SAMNDCA10247495	13	Jeeyeun Wamg	9/2/2010	"RE: [Lovemarks] Report to SVP, Mr. Dong-Hoon Chang" by Kandice Cota, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247500	SAMNDCA10247508	9	Jeeyeun Wamg	9/27/2010	"Re: Today's Insight: After Lovemarks" by Jung Soon Kim, an email that mentions Apple and the iPhone.	1/13/2012
SAMNDCA10247509	SAMNDCA10247511	3	Jeeyeun Wamg	1/13/2010	"Re: Touch Wiz 3.0 Development Case" by Sungsik Lee, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247512	SAMNDCA10247516	5	Jeeyeun Wamg	1/14/2010	"[Urgent] Touch Wiz 3.0 Development Materials Preparation Case" by Dong-Hoon Chang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247517	SAMNDCA10247519	3	Jeeyeun Wamg	1/19/2010	"Relating to Text Input, Background Color Unification Issue" by Jeeyeun Wang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247520	SAMNDCA10247524	5	Jeeyeun Wamg	1/27/2010	"RE: Re: [Sharing Request for Materials Case] Minutes of the CIS Remote PM Meeting" by Unsuik Jung, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247528	SAMNDCA10247530	3	Jeeyeun Wamg	2/4/2010	"Re: TW3.0 Urgent Pending Issue of SDA, SDE, Consultation Request and Request of the Opinions of Each of the Unit Heads" Seung Hun Yoo, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247531	SAMNDCA10247533	3	Jeeyeun Wamg	2/16/2010	"Forwarding TW3.0 Developments. (02.16)" by Kyung Dae Park, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247534	SAMNDCA10247536	3	Jeeyeun Wamg	2/16/2010	"Notifying You of Kyoungtaek Kim's Absence" by Kyoungtaek Kim, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247537	SAMNDCA10247548	12	Jeeyeun Wamg	2/21/2010	"Fwd: RE: Behold III UI Change Required!!" by Meeyoung Kim, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247549	SAMNDCA10247552	4	Jeeyeun Wamg	3/2/2010	"To the UX Executives..." by Sungsik Lee, an email that discusses the iPhone.	1/13/2012
SAMNDCA10247553	SAMNDCA10247556	4	Jeeyeun Wamg	3/26/2010	"Fwd: [Authorized Notification]Amethyst(SGH-A947) vs i-Phone Report of the Results of the Usage Evaluation," by Donghoon Chang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247557	SAMNDCA10247560	4	Jeeyeun Wamg	3/26/2010	"Re: Fwd: [Authorized Notification]Amethyst(SGH-A947) vs i-Phone Report of the Results of the Usage Evaluation" by Justin Dongseok Ryu, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247561	SAMNDCA10247562	2	Jeeyeun Wamg	4/8/2010	"Sharing the Basic Materials of the iPad Analysis" Hyebin Park, an email that mentions sharing the iPad analysis materials.	1/13/2012
SAMNDCA10247563	SAMNDCA10247565	3	Jeeyeun Wamg	9/6/2010	"Fwd: Sharing the Particulars of the President's Orders" by Donghoon Chang, an email that mentions the iPad.	1/13/2012
SAMNDCA10247566	SAMNDCA10247567	2	Jeeyeun Wamg	9/6/2010	"Why Apple is great at interfaces when others are not" by Jung Soon Kim, an email that contains an article by Nick Merritt entitled "Why Apple is great at interfaces when others are not."	1/13/2012
SAMNDCA10247568	SAMNDCA10247570	3	Jeeyeun Wamg	9/24/2010	"Fwd: [Reminder] (Holding the 4th Project TF Meeting) Fwd: Sharing the Particulars of the President's Orders(9/23) and Request for Progress," by Donghoon Chang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247575	SAMNDCA10247577	3	Jeeyeun Wamg	9/17/2010	"Fwd: Re: [Authorized Notification] Request for Wireless LAN" by Myungsu Ahn, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247578	SAMNDCA10247580	3	Jeeyeun Wamg	9/20/2010	"Fwd: Re: [Authorized Notification] Request for Wireless LAN" by Myungsu Ahn, an email that mentions the iPhone.	1/13/2012

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SAMNDCA10247581	SAMNDCA10247582	2	Jeeyeun Wamg	4/7/2010	"Request for Wireless LAN Usage" by Jeeyeun Wang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247583	SAMNDCA10247584	2	Jeeyeun Wamg	9/14/2010	"Fwd: [Authorized Notification] Request for Wireless LAN" by Dahwun Kim, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247585	SAMNDCA10247586	2	Jeeyeun Wamg	2/24/2010	"[info] Apple's Thorough user experience Administration" by Jung Soon Kim, an email that contains job listings from Apple.	1/13/2012
SAMNDCA10247587	SAMNDCA10247590	4	Jeeyeun Wamg	2/24/2010	"Re: Apple COO states no-interest in TV market" by Sami, an email that discusses Apple.	1/13/2012
SAMNDCA10247591	SAMNDCA10247594	4	Jeeyeun Wamg	3/4/2010	"[For Fun] 2009 Hit Products In Japan" by Jung Soon Kim, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247595	SAMNDCA10247596	2	Jeeyeun Wamg	3/3/2010	"Analysis of iPhone Customers' Applications Usage Behavior and Tendencies" by Jung Soon Kim, an email that contains a report on the iPhone.	1/13/2012
SAMNDCA10247597	SAMNDCA10247599	3	Jeeyeun Wamg	4/1/2010	"Fwd: [Report Attached] iPad Guided Tour" by Jung Soon Kim, an email that mentions the iPad.	1/13/2012
SAMNDCA10247600	SAMNDCA10247601	2	Jeeyeun Wamg	4/6/2010	"[Trend] Report On the Market Share for Smartphone's OS" by Dahwun Kim, an email that mentions Apple, iPhone and the iPad.	1/13/2012
SAMNDCA10247602	SAMNDCA10247606	5	Jeeyeun Wamg	5/3/2010	"UX (Promotion?)" by Jung Soon Kim, an email that mentions Apple and the iPhone.	1/13/2012
SAMNDCA10247607	SAMNDCA10247608	2	Jeeyeun Wamg	7/26/2010	"Graph of Apple's Revenue" by Eun Yoon, an email that attaches an article by Kit Eaton entitled "Crystal Ball: Apple's Future Product Revenues Will Blow Your Mind."	1/13/2012
SAMNDCA10247609	SAMNDCA10247609	1	Jeeyeun Wamg	8/2/2010	"Sharing a Video Related to Mobile Phones" by Seungwoo Shin, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247610	SAMNDCA10247618	9	Jeeyeun Wamg	8/25/2010	"[Design Information Center] Design News Clip" by Jinkyong Baek, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247619	SAMNDCA10247637	19	Jeeyeun Wamg	9/6/2010	"Fwd: 35th Weekly STA Marketing Insight" by Jeongsun Kim, an email that mentions Apple, iPhone and the iPad.	1/13/2012
SAMNDCA10247638	SAMNDCA10247639	2	Jeeyeun Wamg	9/13/2010	"Re: Re: Future of Screen Technology" by Tae Won Um, an email that mentions the iPad.	1/13/2012
SAMNDCA10247640	SAMNDCA10247641	2	Jeeyeun Wamg	9/28/2010	"[Demo of the Galaxy Tab User Scenario] More Than 300,000 YouTube Views and Related Papers" by Min Cho, an email that mentions the iPad.	1/13/2012
SAMNDCA10247642	SAMNDCA10247643	2	Jeeyeun Wamg	9/29/2010	"[Information] iPhone4 vs. Window 7UX Screen Comparison Video" by Anna Kang, an email.	1/13/2012
SAMNDCA10247644	SAMNDCA10247646	3	Jeeyeun Wamg	10/4/2010	"[Reference] Smart Commerce" by Jung Soon Kim, an email that mentions Apple, iPhone and the iPad.	1/13/2012
SAMNDCA10247647	SAMNDCA10247648	2	Jeeyeun Wamg	10/8/2010	"[Reference] Mobile Industry Hotspot (10/08)" by Gisok Oh, an email that mentions Apple and the iPad.	1/13/2012
SAMNDCA10247649	SAMNDCA10247650	2	Jeeyeun Wamg	10/15/2010	"[Reference] Mobile Industry Hotspot (10/15)" by Gisok Oh, an email that mentions Apple and the iPad.	1/13/2012
SAMNDCA10247651	SAMNDCA10247653	3	Jeeyeun Wamg	4/15/2008	"[Info.] The Apple iPhone: Successes and Challenges for the Mobile Industry" by Bong Won Lee, an email.	1/13/2012
SAMNDCA10247654	SAMNDCA10247655	2	Jeeyeun Wamg	4/25/2008	"Nokia Starts listening (to US carriers)" by Jay Kim, an email attaching an article by David Kiley entitled "Tired of losing ground in the U.S., the handset maker is ready to customize phones for carriers" and that mentions the iPhone.	1/13/2012
SAMNDCA10247656	SAMNDCA10247662	7	Jeeyeun Wamg	12/1/2008	"Re: Re: Re: Re: [MTOC] 2009 10 Keywords Sharing and Request for Feedback" by Kyoungtaek Kim, an email that mentions Apple and the iPhone.	1/13/2012
SAMNDCA10247664	SAMNDCA10247666	3	Jeeyeun Wamg	9/11/2008	"Re: Fwd: Smart icons" by Jeeyeun Wang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247667	SAMNDCA10247668	2	Jeeyeun Wamg	12/10/2009	"[Perhaps Business] Google's 5 Newest Technologies" by Joong-hun Kwon, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247671	SAMNDCA10247673	3	Jeeyeun Wamg	4/22/2008	"Re: RE: NA Workshop" by Tanya Anderson, an email that mentions Apple and the iPhone.	1/13/2012

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SAMNDCA10247674	SAMNDCA10247674	1	Jeeyeun Wamg	7/14/2008	"Fwd: Sharing OMNIA Product Education Materials and 3G Iphone Materials" by Byung Chul Hwang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247679	SAMNDCA10247681	3	Jeeyeun Wamg	11/25/2008	"Fwd: Fwd: Re: Fwd: Re: Fwd: At AT&T Eternity Competitiveness Strengthening Measures" by Dong Hoon Chang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247682	SAMNDCA10247684	3	Jeeyeun Wamg	12/2/2008	"Re: Re: Re: Entry Touch UI" by Dong Hoon Chang, an email that mentions Apple and the iPhone.	1/13/2012
SAMNDCA10247685	SAMNDCA10247688	4	Jeeyeun Wamg	12/2/2008	"Re: Re: Re: Re: Re: Entry Touch UI" by Dong Hoon Chang, an email that mentions Apple and the iPhone.	1/13/2012
SAMNDCA10247689	SAMNDCA10247704	16	Jeeyeun Wamg	12/14/2008	"RE: Re: Re: RE: RE: [Genie] Additional wallpapers for Genie(AMOLED)" by James Botello, an email that discusses iPhone icons.	1/13/2012
SAMNDCA10247707	SAMNDCA10247711	5	Jeeyeun Wamg	1/6/2009	"RE: Global UX and Open SHP Meeting Minutes Distribution" by Han Joon Ku, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247712	SAMNDCA10247719	8	Jeeyeun Wamg	1/16/2009	"[Global UX] Sending First GUI Guide" by Hee Kyung Jeon, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247720	SAMNDCA10247727	8	Jeeyeun Wamg	1/19/2009	"[Global UX] Sending the Second Feedback From the Development Team" by Han Joon Ku, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247732	SAMNDCA10247733	2	Jeeyeun Wamg	11/24/2009	"Fwd: Fwd: [Omnia 2 and iPhone 3GS Comparison Materials]" by Dong Hoon Chang, an email.	1/13/2012
SAMNDCA10247734	SAMNDCA10247734	1	Jeeyeun Wamg	No date	No title, no author. Document mentions availability of Diigo app on iPhone and iPad.	1/13/2012
SAMNDCA10247735	SAMNDCA10247743	9	Jeeyeun Wamg	May-10	"Android Business Overview," no author. Mentions the iPhone.	1/13/2012
SAMNDCA10247744	SAMNDCA10247759	16	Jeeyeun Wamg	May-10	"Android Applications & Android Market," no author. Mentions the iPhone.	1/13/2012
SAMNDCA10247760	SAMNDCA10247770	11	Jeeyeun Wamg	1/12/2007	"iPhone Touch Response Strategy" by Design Team, 3rd Group.	1/13/2012
SAMNDCA10248122	SAMNDCA10248126	5	Jeeyeun Wamg	5/17/2010	"[Authorized Notification][Project Completion Expense Report] American GUI Framework Research" by Dong Seok Ryu, an email that mentions the iPhone.	1/13/2012
SAMNDCA10248130	SAMNDCA10248145	16	Jeeyeun Wamg	May-10	"If This Is the Design I Will Pay For It" by Samsung Japan Design Team. Mentions the iPhone.	1/13/2012
SAMNDCA10248146	SAMNDCA10248166	21	Jeeyeun Wamg	No date	"Seeking for UI Pleasure Factors...2007.06.01-11.30" by Jami Rhee, no date. Mentions the iPhone.	1/13/2012
SAMNDCA10248167	SAMNDCA10248173	7	Jeeyeun Wamg	6/5/2009	"Make it Emotional UX" by Andersson et al. A report that mentions the iPhone.	1/13/2012
SAMNDCA10248178	SAMNDCA10248187	10	Jeeyeun Wamg	3/30/2011	"UX Competitiveness Securing Plan" by Wireless Design Group. Depicts features of the iPhone and the iPad.	1/13/2012
SAMNDCA10248188	SAMNDCA10248220	33	Jeeyeun Wamg	3/30/2011	"UX Competitiveness Securing Plan" by Wireless Design Group. Depicts features of the iPhone and the iPad.	1/13/2012
SAMNDCA10248221	SAMNDCA10248248	28	Jeeyeun Wamg	8/24/2010	"Competitor Wallpaper Research" by UX Cluster/GUI studio. Contains wallpapers used for the Apple iOS 3, Apple iOS 4 and the iPad.	1/13/2012
SAMNDCA10248249	SAMNDCA10248288	40	Jeeyeun Wamg	8/24/2010	"The Present State of Wallpaper by Manufacturer/Model" by UX Cluster/GUI Studio. Contains wallpapers used in the Mac OS X.	1/13/2012
SAMNDCA10248289	SAMNDCA10248443	155	Jeeyeun Wamg	No date	"Mobile Wallpaper Project" by Samsung, no date. Mentions the iPhone.	1/13/2012
SAMNDCA10248444	SAMNDCA10248450	7	Jeeyeun Wamg	No date	No title, no author. Presentation document shows various iPhone wallpaper backgrounds that easily display icons.	1/13/2012
SAMNDCA10248451	SAMNDCA10248485	35	Jeeyeun Wamg	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the iPhone and the iPad.	1/13/2012
SAMNDCA10248486	SAMNDCA10248522	37	Jeeyeun Wamg	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the iPhone.	1/13/2012
SAMNDCA10248523	SAMNDCA10248550	28	Jeeyeun Wamg	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions Apple, iPhone and the iPad. Research report that discusses the iPhone's impact on the mobile application market.	1/13/2012

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SAMNDCA10248551	SAMNDCA10248586	36	Jeeyun Wang	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the iPhone.	1/13/2012
SAMNDCA10248587	SAMNDCA10248614	28	Jeeyun Wang	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the Apple, iPhone and the iPad.	1/13/2012
SAMNDCA10248615	SAMNDCA10248650	36	Jeeyun Wang	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the iPhone.	1/13/2012
SAMNDCA10248651	SAMNDCA10248689	39	Jeeyun Wang	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the iPhone.	1/13/2012
SAMNDCA10248690	SAMNDCA10248717	28	Jeeyun Wang	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the iPhone and the iPad.	1/13/2012
SAMNDCA10248718	SAMNDCA10248749	32	Jeeyun Wang	2007	"Competitor Analysis: Visual Mapping 2007" by Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10248750	SAMNDCA10248796	47	Jeeyun Wang	No date	"Competitor Analysis, Design & Layout. 2009 Gui Framework" Author illegible, Date illegible. This presentation analyzes GUI designs of various phones including the Apple iPhone.	1/13/2012
SAMNDCA10248797	SAMNDCA10248843	47	Jeeyun Wang	No date	"Competitor Analysis, Design & Layout. 2009 Gui Framework" Author illegible, Date illegible. This presentation analyzes GUI designs of various phones including the Apple iPhone. Appears to be a duplicate of SAMNDCA10248750	1/13/2012
SAMNDCA10248844	SAMNDCA10248913	70	Jeeyun Wang	Dec-08	"GUI Study, Competitor Analysis. 2010 Normal Archetype GUI" By Tanya Anderson et al. This presentation evaluates current on-the-market competitor devices, including the Apple iPhone.	1/13/2012
SAMNDCA10248914	SAMNDCA10248984	71	Jeeyun Wang	8/20/2009	"GUI Framework 2011, Competitor Analysis. GUI Framework 2011/GUI Study" By Diana Ng, Dated 8/20/2009. This presentation analyzes competitors' devices, including the Apple iPhone 3Gs.	1/13/2012
SAMNDCA10248985	SAMNDCA10249060	76	Jeeyun Wang	No date	"Competitors Leading the Market" no author, no date. This presentation audited positive aspects of the latest products' GUI, including Apple iPad.	1/13/2012
SAMNDCA10249061	SAMNDCA10249260	200	Jeeyun Wang	9/8/2011	"Android-TW Contacts" By Samsung. This presentation discusses the Contacts function for Android-TW.	1/13/2012
SAMNDCA10249261	SAMNDCA10249316	56	Jeeyun Wang	2011	"UX Design Part Excellence Idea Top Prize" no author. Notes that Apple has bought a Swedish face recognition firm Polar Rose. Suggests adding a music album art feature not found in Apple iPhone to Galaxy S. Notes that iPhone has fade out sound on application exit.	1/13/2012
SAMNDCA10249317	SAMNDCA10249328	12	Jeeyun Wang	No date	"Icon Strategy" no author, no date. Includes Apple in the icon trends matrix. Compares iPhone icons to Samsung icons.	1/13/2012
SAMNDCA10249329	SAMNDCA10249358	30	Jeeyun Wang	4/19/2011	"Mobile UX Standard." By Samsung Mobile UX Design. Contains iPhone display size.	1/13/2012
SAMNDCA10249359	SAMNDCA10249389	31	Jeeyun Wang	4/19/2011	"Mobile UX Standard." By Samsung Mobile UX Design. Contains iPhone display size. Appears to be a near duplicate of SAMNDCA10249329	1/13/2012
SAMNDCA10249390	SAMNDCA10249421	32	Jeeyun Wang	4/28/2011	"Ch@ton Differentiation Plan." By Common Platform Development Group. This presentation discusses Ch@ton, a Samsung messenger. Mentions the iPhone.	1/13/2012
SAMNDCA10249422	SAMNDCA10249477	56	Jeeyun Wang	Dec-11	"Ch@ton 2.0 UX Master." By MSC Service UX Group. This presentation discusses the development of Ch@ton, a Samsung messenger. Contains an image of iPhone chat screen.	1/13/2012
SAMNDCA10249594	SAMNDCA10249615	22	Jeeyun Wang	No date	"Ch@ton Specialization Button Function Review Report" By SunHang UX Development Group, no date. This presentation surveys iPhone's hard key and hidden features and key/motion/touch functions of Ch@ton.	1/13/2012
SAMNDCA10249621	SAMNDCA10249643	23	Jeeyun Wang	5/25/2011	"M(ST800) UX Improvement Recommendations." By Wireless Design Group. Contains heights of iPhone smallest font size, icon text, icon button, list menu, and contents text.	1/13/2012

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SAMNDCA10249644	SAMNDCA10249665	22	Jeeyeun Wamg	5/25/2011	"M1 & M2 UX Improvement Recommendations." By Wireless Design Group. Contains heights of iPhone smallest font size, icon text, icon button, list menu, and contents text.	1/13/2012
SAMNDCA10249666	SAMNDCA10249687	22	Jeeyeun Wamg	5/25/2011	"M1 & M2 UX Improvement Recommendations." By Wireless Design Group. Contains heights of iPhone smallest font size, icon text, icon button, list menu, and contents text. Appears to be a near duplicate of SAMNDCA10249644	1/13/2012
SAMNDCA10249688	SAMNDCA10249710	23	Jeeyeun Wamg	5/25/2011	"M1 & M2 UX Improvement Recommendations." By Wireless Design Group. Contains heights of iPhone smallest font size, icon text, icon button, list menu, and contents text.	1/13/2012
SAMNDCA10249711	SAMNDCA10249733	23	Jeeyeun Wamg	5/25/2011	"M1 & M2 UX Improvement Recommendations." By Wireless Design Group. Contains heights of iPhone smallest font size, icon text, icon button, list menu, and contents text.	1/13/2012
SAMNDCA10249734	SAMNDCA10249755	22	Jeeyeun Wamg	5/25/2011	"M1 & M2 UX Improvement Recommendations." By Wireless Design Group. Contains heights of iPhone smallest font size, icon text, icon button, list menu, and contents text. Appears to be a near duplicate of SAMNDCA10249711.	1/13/2012
SAMNDCA10249756	SAMNDCA10249756	1	Jeeyeun Wamg	No date	"Main Phone and Tablet Models' Screen Size and Resolution." no author, no date. This chart provides data on the screen size and resolution of various phone and tablet models. Includes data on iPhone 4/3Gs; iPad 1/2	1/13/2012
SAMNDCA10249770	SAMNDCA10249776	7	Jeeyeun Wamg	No date	"Alkon UX Improvement Scheme." no author, no date. This presentation discusses ways to improve Alkon model. President of Alkon model instructs: improve UX by referencing iPhone 3GS; notice the difference in font size and clarity when compared to iPhone 3GS. Due to Apple issues, font containers removed, making them look smaller.	1/13/2012
SAMNDCA10249777	SAMNDCA10249800	24	Jeeyeun Wamg	11/11/2010	"UX Report." By UX Design Part. This presentation discusses ways to move towards the next generation UX. Similarities to iPhone: Home screen concept and structure are similar; one hard key concept is identical; layout (indicator, navigation bar) has inevitably become similar. Icons using real metaphor are similar to iPhone. Navigation Bar and indicators area are similar to iPhone. A study of iPhone 4 hard key, indicator, layout, icons.	1/13/2012
SAMNDCA10249801	SAMNDCA10249825	25	Jeeyeun Wamg	11/11/2010	"UX Report." By UX Design Part. This presentation discusses ways to move towards the next generation UX. Similarities to iPhone: Home screen concept and structure are similar; one hard key concept is identical; layout (indicator, navigation bar) has inevitably become similar. Icons using real metaphor are similar to iPhone. Navigation Bar and indicators area are similar to iPhone. A study of iPhone 4 hard key, indicator, layout, icons. Appears to be a near duplicate of SAMNDCA10249777.	1/13/2012
SAMNDCA10249826	SAMNDCA10249850	25	Jeeyeun Wamg	11/11/2010	"UX Report." By UX Design Part. This presentation discusses ways to move towards the next generation UX. Similarities to iPhone: Home screen concept and structure are similar; one hard key concept is identical; layout (indicator, navigation bar) has inevitably become similar. Icons using real metaphor are similar to iPhone. Navigation Bar and indicators area are similar to iPhone. A study of iPhone 4 hard key, indicator, layout, icons. Appears to be a near duplicate of SAMNDCA10249777.	1/13/2012

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SAMNDCA10249851	SAMNDCA10249867	17	Jeeyeun Wamg	11/11/2010	"UX Report." By UX Design Part. This presentation discusses ways to move towards the next generation UX. Similarities to iPhone: Home screen concept and structure are similar; one hard key concept is identical; layout (indicator, navigation bar) has inevitably become similar. Icons using real metaphor are similar to iPhone. Navigation Bar and indicators area are similar to iPhone. A study of iPhone 4 hard key, indicator, layout, icons. Appears to be a near duplicate of SAMNDCA10249777, an initial draft with fewer slides and placeholders for images.	1/13/2012
SAMNDCA10249868	SAMNDCA10249891	24	Jeeyeun Wamg	11/11/2010	"UX Report." By UX Design Part. This presentation discusses ways to move towards the next generation UX. Similarities to iPhone: Home screen concept and structure are similar; one hard key concept is identical; layout (indicator, navigation bar) has inevitably become similar. Icons using real metaphor are similar to iPhone. Navigation Bar and indicators area are similar to iPhone. A study of iPhone 4 hard key, indicator, layout, icons. Appears to be a near duplicate of SAMNDCA10249777.	1/13/2012
SAMNDCA10249892	SAMNDCA10249915	24	Jeeyeun Wamg	11/11/2010	"UX Report." By UX Design Part. This presentation discusses ways to move towards the next generation UX. Similarities to iPhone: Home screen concept and structure are similar; one hard key concept is identical; layout (indicator, navigation bar) has inevitably become similar. Icons using real metaphor are similar to iPhone. Navigation Bar and indicators area are similar to iPhone. A study of iPhone 4 hard key, indicator, layout, icons. Appears to be a near duplicate of SAMNDCA10249777.	1/13/2012
SAMNDCA10249922	SAMNDCA10249933	12	Jeeyeun Wamg	11/29/2010	"Surface Touch Scenario for Prototype." By UX Cluster, Concept Cell. This presentation discusses the different types of touch scenarios available. Explains the "tap & twist" gesture which is not supported by iPhone.	1/13/2012
SAMNDCA10250464	SAMNDCA10250468	5	Jeeyeun Wamg	No date	Title unknown. Author unknown. Date unknown. This presentation compares Samsung and its competitors. Apple iOS is included as a competitor.	1/13/2012
SAMNDCA10250469	SAMNDCA10250477	9	Jeeyeun Wamg	12/24/2010	"Homescreen Foldering Method Comparison." By UX Cluster & UX Design. This presentation compares competitors' homescreen foldering method, including that of iPhone 4.	1/13/2012
SAMNDCA10250478	SAMNDCA10250520	43	Jeeyeun Wamg	No date	"Next UX: Beat Part 2." Author unknown. Date unknown. Includes iOS in the analysis of competitors.	1/13/2012
SAMNDCA10250521	SAMNDCA10250563	43	Jeeyeun Wamg	No date	"Next UX: Beat Part 2." Author unknown. Date unknown. Includes iOS in the analysis of competitors. Appears to be a near duplicate of SAMNDCA10250478.	1/13/2012
SAMNDCA10250564	SAMNDCA10250589	26	Jeeyeun Wamg	Oct-10	"Beat UX related VOC." Author unknown. According to Voice of Customers, BEAT UX's home screen is similar to iPhone in concept and design; has one hard key like iPhone; has layout similar to iPhone.	1/13/2012
SAMNDCA10250590	SAMNDCA10250615	26	Jeeyeun Wamg	Oct-10	"Beat UX related VOC." Author unknown. According to Voice of Customers, BEAT UX's home screen is similar to iPhone in concept and design; has one hard key like iPhone; has layout similar to iPhone. Appears to be a near duplicate of SAMNDCA10250564	1/13/2012
SAMNDCA10250616	SAMNDCA10250654	39	Jeeyeun Wamg	No date	"Next UX: Beat Part 2." Author unknown. Date unknown. According to Voice of Customers, BEAT UX's home screen is similar to iPhone in concept and design; has one hard key like iPhone; has layout similar to iPhone.	1/13/2012

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SAMNDCA10250655	SAMNDCA10250689	35	Jeeyeun Wamg	No date	"Next Generation UX." Author unknown. Date unknown. Lists iOS as a link in the smartphone OS evolution. Briefly describes the content ecosystem for Apple. According to Voice of Customers, BEAT UX's home screen is similar to iPhone in concept and design; has one hard key like iPhone; has layout similar to iPhone.	1/13/2012
SAMNDCA10250690	SAMNDCA10250724	35	Jeeyeun Wamg	No date	"Next Generation UX." Author unknown. Date unknown. Lists iOS as a link in the smartphone OS evolution. Briefly describes the content ecosystem for Apple. According to Voice of Customers, BEAT UX's home screen is similar to iPhone in concept and design; has one hard key like iPhone; has layout similar to iPhone. Appears to be a near duplicate of SAMNDCA10250655.	1/13/2012
SAMNDCA10250725	SAMNDCA10250759	35	Jeeyeun Wamg	No date	"Next Generation UX." Author unknown. Date unknown. Lists iOS as a link in the smartphone OS evolution. Briefly describes the content ecosystem for Apple. According to Voice of Customers, BEAT UX's home screen is similar to iPhone in concept and design; has one hard key like iPhone; has layout similar to iPhone. Appears to be a near duplicate of SAMNDCA10250655.	1/13/2012
SAMNDCA10250760	SAMNDCA10250818	59	Jeeyeun Wamg	No date	"Next Generation UX." Author unknown. Date unknown. Lists iOS as a link in the smartphone OS evolution. Briefly describes the content ecosystem for Apple. According to Voice of Customers, BEAT UX's home screen is similar to iPhone in concept and design; has one hard key like iPhone; has layout similar to iPhone. Appears to be a near duplicate of SAMNDCA10250655 with additional slides.	1/13/2012
SAMNDCA10250819	SAMNDCA10250860	42	Jeeyeun Wamg	12/29/2010.	"Next Tablet UX Strategy." By Product Strategy Team, Wireless Design Group. A presentation laying out the functions of Honeycomb and some comparisons to competitors' UX. iPad listed as a competitor in handwriting feature; Apple Mobile Me listed as a competitor of My Cloud; iPhone Facetime listed as a competitor in Video Conference. Motion UX compared between iPad and Samsung P1.	1/13/2012
SAMNDCA10250861	SAMNDCA10250880	20	Jeeyeun Wamg	No date	"Comparison models." By Samsung. Undated. This presentation surveys the competitors' phone models, including iPhone 4.	1/13/2012
SAMNDCA10250881	SAMNDCA10250895	15	Jeeyeun Wamg	No date	Title unknown. Author unknown. Date unknown. An excel document with a list of different Apps and effect list. UX concept identical to iPhone. Investigate whether the following features can materialize like iPhone: gallery, vCard, video, music, and many others to consider.	1/13/2012
SAMNDCA10250896	SAMNDCA10250943	48	Jeeyeun Wamg	No date	"Review of Seine GUI." By UX Technology Part. Date unknown. This presentation reviews possible modifications to Seine GUI. Contains analysis of iPhone GUI button's Gradation.	1/13/2012
SAMNDCA10250944	SAMNDCA10250944	1	Jeeyeun Wamg	No date	"Personal Theme." Author unknown. Date unknown. This slide compares 4 different screenshots. Notes that personal skins are not available in iPhone 4.	1/13/2012
SAMNDCA10250945	SAMNDCA10250945	1	Jeeyeun Wamg	No date	Title unknown. Author unknown. State unknown. This slide compares the functions of different phones, including iPhone 4 and 5.	1/13/2012
SAMNDCA10250946	SAMNDCA10250946	1	Jeeyeun Wamg	No date	Title unknown. Author unknown. State unknown. This slide compares the functions of different phones, including iPhone 4 and 5.	1/13/2012
SAMNDCA10250947	SAMNDCA10250956	10	Jeeyeun Wamg	2/5/2011	"Seine home screen, Progress at Dallas." Author unknown. Describes how iPhone icon edit mode behaves.	1/13/2012
SAMNDCA10251120	SAMNDCA10251169	50	Jeeyeun Wamg	No date	"Seine User Evaluation Issue." Author unknown. Date unknown. An excel spreadsheet containing information re: user feedback issues. Mentions the iPhone in discussing the user interface of a Samsung device.	1/13/2012

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SAMNDCA10251170	SAMNDCA10251209	40	Jeeyeun Wamg	2/14/2011	"U1(GT-i9100) - Evaluation Result." By S/W Inspection 1 Group. Notes that unlike iPhone, cannot use Google search to find mail or mp3 stored in the phone. Describes limitation of iPhone 4 regarding (1) selection of multiple memos; (2) lack of option to control vibration settings. Compares iPhone Calendar and Voice Recorder to U1 and Optimus 2X.	1/13/2012
SAMNDCA10251210	SAMNDCA10251240	31	Jeeyeun Wamg	2/25/2011	"U1 UX Inspection/Examination Meeting." By Samsung. Describes iPhone's iPod/iTunes player.	1/13/2012
SAMNDCA10251241	SAMNDCA10251275	35	Jeeyeun Wamg	No date	No title. Author unknown. Date unknown. An excel spreadsheet by S/W Inspection Group. Describes iPhone's ability to control application downloads, show download progress; visual effect elements lacking, not as fun vis-a-vis iPhone.	1/13/2012
SAMNDCA10251276	SAMNDCA10251284	9	Jeeyeun Wamg	No date	No title. Author unknown. Date unknown. An excel spreadsheet re: Galaxy S. Comments that having a smartphone appearance and features still do not mean being at the same level with innovative experience iPhone has created; makes a long list of comparison with iPhone, feature by feature.	1/13/2012
SAMNDCA10251285	SAMNDCA10251325	41	Jeeyeun Wamg	Sep-11	"Korea-bound Senior UX Preference Study (Galaxy S2): Mid-50s to 60s age group." By Samsung. A presentation re: senior phone users and their preferences. Analysis of consumer survey results comparing Galaxy S2 to iPhone.	1/13/2012
SAMNDCA10251474	SAMNDCA10251509	36	Jeeyeun Wamg	11/30/2010	"Honeycomb UX Preview (with P3 2010.11.25)." By Advanced UX Development Lab. A presentation about Honeycomb. Includes comparison of the major screens between P3 and iPad.	1/13/2012
SAMNDCA10251510	SAMNDCA10251555	46	Jeeyeun Wamg	11/30/2010	"Honeycomb UX Preview (with P3 2010.11.25)." By Advanced UX Development Lab. A presentation about Honeycomb. Includes comparison of the major screens between P3 and iPad. Appears to be a near duplicate of SAMNDCA10251474, revised and with additional slides.	1/13/2012
SAMNDCA10251556	SAMNDCA10251589	34	Jeeyeun Wamg	12/19/2010	"2011 Next Tablet UX Strategy." By Samsung. A presentation re: scope of development of the Next Tablet UX. Lists iPad among competitors in various features of a tablet.	1/13/2012
SAMNDCA10251590	SAMNDCA10251625	36	Jeeyeun Wamg	12/22/2010	"Status of Tablet P5 Progress." By Samsung. A presentation re: progress of Tablet P5 and 2011 Next Tablet UX Strategy. Lists iPad among competitors in various features of a tablet.	1/13/2012
SAMNDCA10251626	SAMNDCA10251646	21	Jeeyeun Wamg	7/7/2011	"ETO Portfolio Management: European Telecommunication Operation - P4 TouchWiz." By Samsung. A presentation re: improvements to and consistency of P4 TouchWiz. Contains various feature by feature comparison of P4 with iPad.	1/13/2012
SAMNDCA10251647	SAMNDCA10251649	3	Jeeyeun Wamg	No date	"Cinematic UX (3D)." Author unknown. Date unknown. A presentation re: proposal of Cinematic UX (3D) and competitors' status. Mentions that next iPad rumored to feature 3D display and UX.	1/13/2012
SAMNDCA10251650	SAMNDCA10251658	9	Jeeyeun Wamg	No date	"4. Handwriting." By Samsung. Date unknown. A presentation re: handwriting function and video conferencing function. Mentions that iPad as a competitor while discussing handwriting and video conferencing.	1/13/2012
SAMNDCA10251659	SAMNDCA10251697	39	Jeeyeun Wamg	Dec-10	"Next Tablet UX Strategy." By Product Strategy Team, Mobile Design Group. A presentation laying out the various functions of Honeycomb and comparisons to competitors. Analyzes iPad in the Appendix.	1/13/2012
SAMNDCA10251698	SAMNDCA10251736	39	Jeeyeun Wamg	Dec-10	"Next Tablet UX Strategy." By Product Strategy Team, Mobile Design Group. A presentation laying out the various functions of Honeycomb and comparisons to competitors. Analyzes iPad in the Appendix. Appears to be a near duplicate of SAMNDCA10251659	1/13/2012

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SAMNDCA10251737	SAMNDCA10251774	38	Jeeyeun Wamg	Dec-10	"Next Tablet UX Strategy." By Product Strategy Team, Mobile Design Group. A presentation laying out the various functions of Honeycomb and comparisons to competitors. Analyzes iPad in the Appendix. Appears to be a near duplicate of SAMNDCA10251659	1/13/2012
SAMNDCA10251775	SAMNDCA10251779	5	Jeeyeun Wamg	No date	"1. Multi Windows." Author unknown. Date unknown. A presentation re: various screen functions. Mentions the iPad.	1/13/2012
SAMNDCA10251780	SAMNDCA10251785	6	Jeeyeun Wamg	No date	"6. Motion UX." By Samsung. Date unknown. A presentation re: motion in tablets, including iPad and P1. Compares different aspects of motion interface between iPad and P1.	1/13/2012
SAMNDCA10251786	SAMNDCA10251821	36	Jeeyeun Wamg	12/22/2010	"Status of Tablet P5 Progress." By Samsung. A presentation re: progress of Tablet P5 and 2011 Next Tablet UX Strategy. Describes iPad and Apple Mobile me in the Appendix as part of competitors analysis.	1/13/2012
SAMNDCA10251822	SAMNDCA10251863	42	Jeeyeun Wamg	12/29/2010	"Next Tablet UX Strategy." By Product Strategy Team, Mobile Design Group. A presentation laying out the functions of Honeycomb and some comparisons to competitors' UX. Describes iPad, iPhone, and Apple Mobile me in the Appendix as part of competitors analysis.	1/13/2012
SAMNDCA10251864	SAMNDCA10251913	50	Jeeyeun Wamg	No date	"Seine User Evaluation Issue." Author unknown. Date unknown. An excel spreadsheet containing information re: user feedback issues. Mentions the iPhone in discussing the user interface of a Samsung device.	1/13/2012
SAMNDCA10251914	SAMNDCA10251953	40	Jeeyeun Wamg	2/14/2011	"U1(GT-i9100) - Evaluation Result." By S/W Inspection 1 Group. Notes that unlike iPhone, cannot use Google search to find mail or mp3 stored in the phone. Describes limitation of iPhone 4 regarding (1) selection of multiple memos; (2) lack of option to control vibration settings. Compares iPhone Calendar and Voice Recorder to U1 and Optimus 2X. Appears to be a near duplicate of SAMNDCA10251170.	1/13/2012
SAMNDCA10251954	SAMNDCA10251984	31	Jeeyeun Wamg	No date	No title. Author unknown. Date unknown. An excel spreadsheet by S/W Inspection Group. Describes iPhone's ability to control application downloads, show download progress; visual effect elements lacking, not as fun vis-a-vis iPhone.	1/13/2012
SAMNDCA10251985	SAMNDCA10252048	64	Jeeyeun Wamg	5/26/2011	"P5(GT-97300): Ordinary Public's Evaluation Results." By S/W Inspection 1 Group Usability Evaluation Team. A presentation re: usability of P5. Reports on consumers' sensory reaction to P5 and iPad2. Compares P5 versus iPad2 in several categories.	1/13/2012
SAMNDCA10252049	SAMNDCA10252118	70	Jeeyeun Wamg	2/10/2011	"iPad vs. Honeycomb, P5 UX Competitiveness Comparison." By Samsung. Compares iPad UX with Honeycomb UX.	1/13/2012
SAMNDCA10252119	SAMNDCA10252160	42	Jeeyeun Wamg	12/29/2010	"Next Tablet UX Strategy." By Product Strategy Team, Mobile Design Group. A presentation laying out the functions of Honeycomb and some comparisons to competitors' UX. Describes iPad, iPhone, and Apple Mobile me in the Appendix as part of competitors analysis. Appears to be a near duplicate of SAMNDCA10251822.	1/13/2012
SAMNDCA10252161	SAMNDCA10252202	42	Jeeyeun Wamg	12/29/2010	"Next Tablet UX Strategy." By Product Strategy Team, Mobile Design Group. A presentation laying out the functions of Honeycomb and some comparisons to competitors' UX. Describes iPad, iPhone, and Apple Mobile me in the Appendix as part of competitors analysis. Appears to be a near duplicate of SAMNDCA10251822.	1/13/2012
SAMNDCA10252203	SAMNDCA10252220	18	Jeeyeun Wamg	No date	No title. Author unknown. Date unknown. An excel spreadsheet of applications and functions of Galaxy S and iPhone 4.	1/13/2012
SAMNDCA10252221	SAMNDCA10252239	19	Jeeyeun Wamg	No date	No title. Author unknown. Date unknown. An excel spreadsheet of applications and functions of Galaxy S and iPhone 4.	1/13/2012

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SAMNDCA10252240	SAMNDCA10252258	19	Jeeyeun Wamg	No date	No title. Author unknown. Date unknown. An excel spreadsheet of applications and functions of Galaxy S and iPhone 4.	1/13/2012
SAMNDCA10252259	SAMNDCA10252276	18	Jeeyeun Wamg	No date	No title. Author unknown. Date unknown. An excel spreadsheet of applications and functions of Galaxy S and iPhone 4.	1/13/2012
SAMNDCA10252277	SAMNDCA10252288	12	Jeeyeun Wamg	No date	"Honeycomb UX - Browser." Author unknown. Date unknown. A presentation re: Honeycomb UX's browser. Compares HC Browser to iPad.	1/13/2012
SAMNDCA10252289	SAMNDCA10252294	6	Jeeyeun Wamg	No date	"Honeycomb UX - Camera." Author Unknown. Date unknown. A presentation re: Honeycomb UX's camera. Compares camera visual interaction of iPhone, U1, and Desire HD.	1/13/2012
SAMNDCA10252295	SAMNDCA10252302	8	Jeeyeun Wamg	No date	"Honeycomb UX - Clock." Author unknown. Date unknown. A presentation re: Honeycomb UX's clock. Compares clocks of Honeycomb, Galaxy, and iPhone.	1/13/2012
SAMNDCA10252303	SAMNDCA10252305	3	Jeeyeun Wamg	5/29/2010	"Contents of the Meeting." Author unknown. Dated 5/29/2010. Notes regarding a meeting discussing prototyping, UX concept final, and platform. Remarks that it has been pointed out in the marketplace that S1 resembles the iPhone. It is a task to overcome. Current UX concept is to improve against iPhone. S1 can compete against iPhone3GS.	1/13/2012
SAMNDCA10252306	SAMNDCA10252350	45	Jeeyeun Wamg	5/12/2010	"Touch Interaction - Final Concepts." By Ocean Observations. A presentation re: a project to come up with innovative and intuitive interaction design ideas for next generation touchscreen phones. Describes iPhone's strength and weakness.	1/13/2012
SAMNDCA10252351	SAMNDCA10252353	3	Jeeyeun Wamg	No date	"Icon Transition." Author unknown. Date unknown. Slides containing icon transition scenarios. In discussing the icon, mentions the iPhone.	1/13/2012
SAMNDCA10252354	SAMNDCA10252386	33	Jeeyeun Wamg	No date	"Icon Research." Author illegible. Date unknown. A presentation containing different icons including Apple's.	1/13/2012
SAMNDCA10252387	SAMNDCA10252461	75	Jeeyeun Wamg	No date	"Icon Research 2nd Stage." Author illegible. Date unknown. A presentation containing different icons including Apple's.	1/13/2012
SAMNDCA10252462	SAMNDCA10252484	23	Jeeyeun Wamg	No date	"iPhone Icons." Author illegible. Date unknown. A presentation analyzing Apple iPhone's icons, their sizes, metaphors, badges, and list icons.	1/13/2012
SAMNDCA10252495	SAMNDCA10252502	8	Jeeyeun Wamg	No date	"Samsung mobile icon design for 2011." Author illegible. Date unknown. A presentation discussing icon design requirements, design direction, and design approach. iPhone icons are shown.	1/13/2012
SAMNDCA10252503	SAMNDCA10252510	8	Jeeyeun Wamg	No date	"Samsung mobile icon design for 2011." Author illegible. Date unknown. A presentation discussing icon design requirements, design direction, and design approach. iPhone icons are shown. Appears to be a near duplicate of SAMNDCA10252495	1/13/2012
SAMNDCA10252511	SAMNDCA10252525	15	Jeeyeun Wamg	No date	"Samsung mobile icon design for 2011." Author illegible. Date unknown. A presentation discussing icon design. Shows iPhone icons and a drawing of iPhone icon container.	1/13/2012
SAMNDCA10252526	SAMNDCA10252582	57	Jeeyeun Wamg	No date	"Icon Research." Author illegible. Date unknown. A presentation containing different icons including Apple's.	1/13/2012
SAMNDCA10252583	SAMNDCA10252604	22	Jeeyeun Wamg	4/29/2010	"Mobile Weather Applications: User-Interface Guidelines." By AccuWeather.com. A presentation re: weather application. Shows AccuWeather iPhone/iPad application.	1/13/2012
SAMNDCA10252655	SAMNDCA10252751	97	Jeeyeun Wamg	4/29/2010	No title. By Podo Tree. Date unknown. Shows iOS applications.	1/13/2012
SAMNDCA10252752	SAMNDCA10252781	30	Jeeyeun Wamg	10/19/2010	"Mobile UX Standard: Smallest Sized Font for Legibility and Readability." By Samsung. A presentation re: font sizing. Analyzes iPhone font sizes and dimensions.	1/13/2012
SAMNDCA10252782	SAMNDCA10252802	21	Jeeyeun Wamg	10/11/2008	"Apple Strategy Analysis Report: Trend, Service and Product." By Product Development Group, NBI Part. Discusses Apple business model and Apple products.	1/13/2012

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SAMNDCA10252803	SAMNDCA10252841	39	Jeeyeun Wamg	11/5/2010	"GA3: Quality Satisfaction Evaluation Result." By S/W Inspection 1 Group. A presentation re: analyzing the quality of Giorgio Armani Galaxy S and comparisons to iPhone.	1/13/2012
SAMNDCA10252842	SAMNDCA10252861	20	Jeeyeun Wamg	12/21/2010	"Apple New Biz Forecast and Plan to Differentiate our Company." By Product Development Group, NBI Part. A document analyzing Apple's new business expansion plans.	1/13/2012
SAMNDCA10252862	SAMNDCA10252891	30	Jeeyeun Wamg	10/19/2010	"Mobile UX Standard: Minimum Font Size for Legibility and Readability" by Samsung Mobile UX Design. This is a presentation document that analyzes font sizes for legibility and readability, including analysis of iPhone.	1/13/2012
SAMNDCA10252892	SAMNDCA10252975	84	Jeeyeun Wamg	8/24/2011	"Samsung Mobile UX Principle" by Samsung Mobile UX Design. This is a presentation document that lists basic and practical UX principles. Mentions iPhone 3Gs, 4, and iPad. Appears to be a near duplicate of SAMNDCA10252976.	1/13/2012
SAMNDCA10252976	SAMNDCA10253074	99	Jeeyeun Wamg	9/8/2011	"Samsung Mobile UX Principle" by Samsung Mobile UX Design. This is a presentation document that lists basic and practical UX principles. Mentions iPhone 3Gs, 4, and iPad.	1/13/2012
SAMNDCA10253075	SAMNDCA10253172	98	Jeeyeun Wamg	9/1/2011	"Samsung Mobile UX Principle" by Samsung Mobile UX Design. This is a presentation document that lists basic and practical UX principles. Mentions iPhone 3Gs, 4, and iPad. Appears to be a near duplicate of SAMNDCA10252976.	1/13/2012
SAMNDCA10253173	SAMNDCA10253208	36	Jeeyeun Wamg	No date	"Prepared for Samsung - Mobile Device Usage: Final Report" by Murphy Research, undated. This is a presentation document that analyzes app cluster and user group characteristics. Mentions the iPhone.	1/13/2012
SAMNDCA10253209	SAMNDCA10253279	71	Jeeyeun Wamg	6/10/2011	"Exploring application usage on mobile devices and defining user groups by behaviour" by Samsung. This is a presentation document that analyzes smartphone application user groups and smartphone & tablet application user groups, including iPhone and iPad users.	1/13/2012
SAMNDCA10253280	SAMNDCA10253346	67	Jeeyeun Wamg	No date	"Mobile research - Italy" by Samsung, undated. This is a presentation document that analyzes smartphone and tablet user groups, including iPhone users and Apple system.	1/13/2012
SAMNDCA10253347	SAMNDCA10253357	11	Jeeyeun Wamg	No date	No title; no author; no date. The document includes iPhone and iPad users' comments on how they use iPhone and iPad and complaints about iPhone in "text view".	1/13/2012
SAMNDCA10253358	SAMNDCA10253363	6	Jeeyeun Wamg	6/27/2011	"Slightly-hidden high-technology, 'Magic in Life'" by DongaBusinessReview1. This is an on-line article that introduces new high-tech items. Mentions iPad.	1/13/2012
SAMNDCA10253364	SAMNDCA10253366	3	Jeeyeun Wamg	No date	"Social changes brought by smartphones and the evolution of UX design"; no author; no date. Mentions iPhone and Apple.	1/13/2012
SAMNDCA10253367	SAMNDCA10253396	30	Jeeyeun Wamg	2/25/2011	"2011 UX design strategy" by UX Design Part. This is a presentation document that analyzes achievements in 2010 and introduces goals and focus areas for 2011 Samsung UX. Mentions iPhone mini.	1/13/2012
SAMNDCA10253397	SAMNDCA10253427	31	Jeeyeun Wamg	2/28/2011	"Design strategy workshop material" by UX Design Part. This is a presentation document that analyzes achievements in 2010 and introduces goals and focus areas for 2011 Samsung UX. Mentions iPhone mini. Appears to be a near duplicate of SAMNDCA10253367.	1/13/2012
SAMNDCA10253428	SAMNDCA10253467	40	Jeeyeun Wamg	7/12/2010	"Understanding UX Design" by Design Group: Mobile Communication Division. This is a presentation document that analyzes mobile user experience and UX design based on examples of Apple and iPhone.	1/13/2012

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SAMNDCA10253468	SAMNDCA10253499	32	Jeeyeun Wamg	5/26/2010	"UX trends and competitor's trends" by Design Group: Mobile Communication Division, Samsung Electronics, Co. This is a presentation document that analyzes mobile UX trends and trends of competitors, including analysis of iPhone UX.	1/13/2012
SAMNDCA10253500	SAMNDCA10253534	35	Jeeyeun Wamg	7/8/2010	"SLP Platform" by Design Group: Mobile Communication Division. This is a presentation document that analyzes new SLP UX. Mentions iPhone UX.	1/13/2012
SAMNDCA10253535	SAMNDCA10253549	15	Jeeyeun Wamg	6/16/2010	"Outline of Software Platform" by Design Group: Mobile Communication Division. This is a presentation document that analyzes software platforms and introduces Samsung software platforms. Includes analysis of iPhone OS.	1/13/2012
SAMNDCA10253550	SAMNDCA10253614	65	Jeeyeun Wamg	7/15/2010	"Samsung Mobile Strategy" by Design Group: Mobile Communication Division. This is a presentation document that analyzes mobile trends and UX strategies based on analysis of Apple and iPhone. Mentions iPad.	1/13/2012
SAMNDCA10253615	SAMNDCA10253714	100	Jeeyeun Wamg	3/12/2008	"iPhone Human Interface Guidelines: User Experience" by Apple Inc. This is an Apple guideline that introduces the iPhone OS platform and user interface.	1/13/2012
SAMNDCA10253715	SAMNDCA10254116	402	Jeeyeun Wamg	3/11/2008	"Apple Human Interface Guidelines: User Experience" by Apple Inc. This is an Apple guideline that introduces application design, the Macintosh experience, and the Aqua interface.	1/13/2012
SAMNDCA10254117	SAMNDCA10254136	20	Jeeyeun Wamg	7/9/2010	"Understanding Display" by Design Group: Mobile Communication Division. This is a presentation document that introduces different types of display. Mentions iPhone.	1/13/2012
SAMNDCA10254137	SAMNDCA10254156	20	Jeeyeun Wamg	No date	"Understanding Display" by Design Group: Mobile Communication Division. This is a presentation document that introduces different types of display. Mentions iPhone. Presentation document shows screenshot of iPhone to compare grey levels to Nexus one, HTC Desire, and Galaxy S. Appears to be near duplicate of SAMNDCA10254117.	1/13/2012
SAMNDCA10254157	SAMNDCA10254200	44	Jeeyeun Wamg	Sep-11	"Samsung GDI 2011: US Expert Group HHP" by Design management center. This is a presentation document that analyzes US experts' evaluations of electronic products, including Apple's iPhone4 and iPad2.	1/13/2012
SAMNDCA10254201	SAMNDCA10254250	50	Jeeyeun Wamg	Sep-11	"Samsung GDI 2011: Europe Expert Group HHP" by Design management center. This is a presentation document that analyzes experts' evaluations of electronic products in Europe, including Apple's iPhone4 and iPad2.	1/13/2012
SAMNDCA10254251	SAMNDCA10254279	29	Jeeyeun Wamg	Sep-11	"Samsung GDI 2011: KOR Expert Group HHP" by Design Management Center. This is a presentation document that analyzes experts' evaluations of electronic products in Korea, including Apple's iPhone4 and iPad2.	1/13/2012
SAMNDCA10254280	SAMNDCA10254299	20	Jeeyeun Wamg	Sep-10	"Forecast Update: Worldwide Smartphone 2010-2014 Forecast Update: September 2010" by Ramon T. Llamas and William Stofega. This is an article about the IDC opinion on the worldwide smartphone market. Includes analysis of Apple and iPhone.	1/13/2012
SAMNDCA10254307	SAMNDCA10254313	7	Jeeyeun Wamg	11/19/2010	"Views on the growth of the business smartphone market and weakening of RIM's market dominance" by Global Broadcasting and Communications Trendsreport. This is an article that analyzes the business smartphone market and RIM's market share. Includes analysis of Apple and iPhone.	1/13/2012
SAMNDCA10254314	SAMNDCA10254331	18	Jeeyeun Wamg	12/12/2011	"Iconic Numeric Font' (DI3 phase - Easy smart/Harmony/Nature)" by UX Cluster - VX Cell. This is a presentation document that analyzes an iconic numeric font. Includes analysis of iPhone.	1/13/2012

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SAMNDCA10254332	SAMNDCA10254527	196	Jeeyeun Wamg	11/29/2011	"S Planner: UI Guideline - ICS Touchwiz: Android" by UX Design Part - Woojung Han. This is a user interface guideline. Compares calendar features of iPhone 4 to those of other phones.	1/13/2012
SAMNDCA10254528	SAMNDCA10254585	58	Jeeyeun Wamg	Aug-11	"Global Segmentation Update: Focused on Smart Phone & Tablet U&A" by Strategy & MI Part / Mobile Marketing Group. This is a presentation document that analyzes smartphone and tablet users in the US and France, including iPhone and iPad users.	1/13/2012
SAMNDCA10254586	SAMNDCA10254677	92	Jeeyeun Wamg	No date	No title; no author; no date. This is a presentation document that analyzes smartphone and tablet targets in the US and France, including iPhone users and potential Apple product purchasers.	1/13/2012
SAMNDCA10254678	SAMNDCA10254703	26	Jeeyeun Wamg	No date	No title; no author; no date. This is a presentation document that analyzes smartphone targets. Includes users' comments on iPad.	1/13/2012
SAMNDCA10254704	SAMNDCA10254735	32	Jeeyeun Wamg	10/31/2011	"Enterprise Application Solution TF" by Samsung NA UX Team. This is a presentation document that analyzes B2B applications. Includes analysis of iPhone.	1/13/2012
SAMNDCA10254736	SAMNDCA10254781	46	Jeeyeun Wamg	3/17/2011	"Next Visual Interaction: Progress Report"; no author. This is a presentation document that analyzes trends to develop visual interaction. Includes analysis of Apple iOS.	1/13/2012
SAMNDCA10254782	SAMNDCA10254814	33	Jeeyeun Wamg	3/30/2011	"Measures ensuring UX competitiveness" by MooSun Design Group. This is a presentation document that analyzes competitors' UX and plans strategies to ensure UX competitiveness. Includes analysis of Apple, iPhone, and iPad.	1/13/2012
SAMNDCA10254815	SAMNDCA10254820	6	Jeeyeun Wamg	No date	No title; no author; no date. Includes images of iPhone4 with a list of mobile phone features.	1/13/2012
SAMNDCA10254821	SAMNDCA10254826	6	Jeeyeun Wamg	No date	No title; no author; no date. Includes images of iPhone4 with a list of status bar and indicator features.	1/13/2012
SAMNDCA10254827	SAMNDCA10254840	14	Jeeyeun Wamg	1/18/2011	"iOS 4.3 beta analysis" by Design Strategy Part. This is a presentation document that analyzes iOS 4.3 beta. Includes analysis of new features of iPhone and iPad.	1/13/2012
SAMNDCA10254841	SAMNDCA10254865	25	Jeeyeun Wamg	1/20/2011	"iOS 4.3 beta analysis" by Design Group. This is a presentation document that analyzes iOS 4.3 beta. Includes analysis of new features of iPhone and iPad.	1/13/2012
SAMNDCA10254868	SAMNDCA10254887	20	Jeeyeun Wamg	6/30/2011	"UX Monthly Observation & Analysis" by Samsung Design China: UX Part. This is a presentation document that analyzes new products. Mentions iPhone4 and Apple's market share.	1/13/2012
SAMNDCA10254888	SAMNDCA10254918	31	Jeeyeun Wamg	No date	No title; no author; no date. Includes analysis of iOS 4.3 Home Sharing Feature; Apple's location-based dock concept; and Garageband on iPad 2.	1/13/2012
SAMNDCA10254919	SAMNDCA10254926	8	Jeeyeun Wamg	No date	"Tablet vs Phone: Key Features Comparison"; no author. This is a presentation document that compares tablets to phones. Shows comparison of iPhone and iPad.	1/13/2012
SAMNDCA10254927	SAMNDCA10254935	9	Jeeyeun Wamg	No date	No title; no author; no date. Mentions and shows images of iPad containing Jamie magazine information.	1/13/2012
SAMNDCA10254936	SAMNDCA10254951	16	Jeeyeun Wamg	3/26/2011	"2012 UX USP Finding" by MooSun Design Group. This is a presentation document that analyzes UX and USP. Includes analysis of iPhone and iOS and mentions iPad.	1/13/2012
SAMNDCA10254952	SAMNDCA10254953	2	Jeeyeun Wamg	No date	No title; no author; no date. This is a presentation document that analyzes UX. Includes analysis of Apple and compares iOS to Samsung.	1/13/2012
SAMNDCA10254954	SAMNDCA10254968	15	Jeeyeun Wamg	4/7/2011	"Report on P4 UX Competitiveness" by MooSun Design Group. This is a presentation document that analyzes UX Competitiveness. Mentions Apple and iPad. Appears to be a near duplicate of SAMNDCA10255003.	1/13/2012

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SAMNDCA10254969	SAMNDCA10255002	34	Jeeyun Wang	3/30/2011	"Measures ensuring UX competitiveness" by MooSun Design Group. This is a presentation document that analyzes competitors' UX and plans strategies to ensure UX competitiveness. Includes analysis of Apple, iPhone, and iPad. Appears to be a near duplicate of SAMNDCA10254782.	1/13/2012
SAMNDCA10255003	SAMNDCA10255024	22	Jeeyun Wang	4/7/2011	"Report on P4 UX Competitiveness" by MooSun Design Group. This is a presentation document that analyzes UX Competitiveness. Mentions Apple and iPad.	1/13/2012
SAMNDCA10255025	SAMNDCA10255046	22	Jeeyun Wang	4/7/2011	"Report on P4 UX Competitiveness" by MooSun Design Group. This is a presentation document that analyzes UX Competitiveness. Mentions Apple and iPad. Appears to be a near duplicate of SAMNDCA10255003.	1/13/2012
SAMNDCA10255047	SAMNDCA10255074	28	Jeeyun Wang	4/4/2011	"Seine UX Final checks" by Android UX cell. This is a presentation document that analyzes Seine's UX competitiveness. Compares Seine to iPhone.	1/13/2012
SAMNDCA10255075	SAMNDCA10255088	14	Jeeyun Wang	Mar-11	"Galaxy Tab 10.1 (P4): Preparation for iPad Email Differentiation Message Emphasis Plan" by Marketing Group. This is a presentation document that analyzes Email App for P4. Includes analysis of iPad.	1/13/2012
SAMNDCA10255089	SAMNDCA10255121	33	Jeeyun Wang	3/30/2011	"Measures ensuring UX competitiveness" by MooSun Design Group. This is a presentation document that analyzes competitors' UX and plans strategies to ensure UX competitiveness. Includes analysis of Apple, iPhone, and iPad. Appears to be a near duplicate of SAMNDCA10254782.	1/13/2012
SAMNDCA10255122	SAMNDCA10255154	33	Jeeyun Wang	3/30/2011	"Measures ensuring UX competitiveness" by MooSun Design Group. This is a presentation document that analyzes competitors' UX and plans strategies to ensure UX competitiveness. Includes analysis of Apple, iPhone, and iPad. Appears to be a near duplicate of SAMNDCA10254782.	1/13/2012
SAMNDCA10255155	SAMNDCA10255174	20	Jeeyun Wang	4/1/2011	"Measures ensuring Samsung Android UX competitiveness" by Product-Strategy Team Design Group. This is a presentation document that analyzes UX competitiveness for Samsung Android. Includes analysis of Apple iOS and compares iOS to Samsung TouchWiz.	1/13/2012
SAMNDCA10255175	SAMNDCA10255200	26	Jeeyun Wang	No date	"Tech Press Reviews Analysis: Comparing reviews for the Motorola Atrix 4G, the HTC Inspire 4G, and the Samsung Captivate" by Samsung. This is a presentation document that analyzes reviews of Motorola Atrix 4G, HTC Inspire 4G, and Samsung Captivate. Includes comparison of Captivate to iPhone.	1/13/2012
SAMNDCA10255201	SAMNDCA10255221	21	Jeeyun Wang	No date	"Samsung Signature Brand UX: Consumer Trends & User Values" by Catherine Scheider, STA Design & Technology, Samsung Electronics Co., Ltd. This is a presentation document that analyzes consumer trends and user values. Includes analysis of iPhone contacts and mentions Apple users.	1/13/2012
SAMNDCA10255222	SAMNDCA10255255	34	Jeeyun Wang	No date	"Fashion Accessories: Beyond Pink"; no author. This is a presentation document that analyzes ideas and designs for accessories. Mentions and shows iPhone and iPad cases.	1/13/2012
SAMNDCA10255256	SAMNDCA10255327	72	Jeeyun Wang	Oct-10	"Accessories Innovation: Strategy Direction: Total Design & Completion of DI" by Design Management Center. This is a presentation document that analyzes the market and platforms for mobile accessories. Compares Apple's accessories to those of Samsung and includes analysis of the Apple accessory market.	1/13/2012
SAMNDCA10255328	SAMNDCA10255341	14	Jeeyun Wang	No date	No title; no author; no date. Includes iPad and iPhone users' comments indicating how they use and what they think of iPad and iPhone.	1/13/2012

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SAMNDCA10255342	SAMNDCA10255479	138	Jeeyeun Wamg	No date	No title; no author; no date. This is a workshop presentation document that analyzes smartphone UX for 2012. Includes analysis of Apple apps and iPhone and contains research answers regarding iPhone and iPad.	1/13/2012
SAMNDCA10255480	SAMNDCA10255501	22	Jeeyeun Wamg	No date	No title; no author; no date. This is a presentation document that analyzes sensor. Includes analysis of iPhone.	1/13/2012
SAMNDCA10255502	SAMNDCA10255512	11	Jeeyeun Wamg	Nov-10	"Contents/Service Strategy: Social Hub promotion strategy" by Media Solution Center. This is a presentation document that analyzes social hub promotion strategies. Mentions Apple.	1/13/2012
SAMNDCA10255513	SAMNDCA10255535	23	Jeeyeun Wamg	No date	"Samsung Mobile Design Roadmap: Desk Research for Media"; no author. This is a presentation document that analyzes mobile media. Mentions Apple.	1/13/2012
SAMNDCA10255536	SAMNDCA10255550	15	Jeeyeun Wamg	No date	"Samsung Mobile Design Roadmap: Desk Research for Media"; no author. This is a presentation document that analyzes mobile media. Mentions Apple. Appears to be a near duplicate of SAMNDCA10255513.	1/13/2012
SAMNDCA10255551	SAMNDCA10255558	8	Jeeyeun Wamg	7/10/2009	"Media & Internet: How Teenagers Consume Media" by Morgan Stanley Research. This is a research article that analyzes teenagers' media consumption. Mentions iPhone.	1/13/2012
SAMNDCA10255559	SAMNDCA10255577	19	Jeeyeun Wamg	12/6/2010	"Mobile Monday Seoul Presentation" by Jun Park, metaio-Asia. This is a presentation document that analyzes augmented reality. Mentions iPhone and iPad.	1/13/2012
SAMNDCA10255578	SAMNDCA10255593	16	Jeeyeun Wamg	11/18/2010	"One Touch Connect: Talk with everything" by SD/UX Cluster. This is a presentation document that analyzes plans for NFC. Mentions iPhone and iPad.	1/13/2012
SAMNDCA10255594	SAMNDCA10255680	87	Jeeyeun Wamg	4/1/2011	"Groundswell: the Next Smartphone" by Smart Design. This is a presentation document that analyzes Samsung's opportunity for an iconic mass smartphone. Includes users' comments on iPhone.	1/13/2012
SAMNDCA10255681	SAMNDCA10255701	21	Jeeyeun Wamg	No date	"Usability Test: TouchWiz 3.0 Galaxy S II vs. iOS5 iPhone 4, Sense 3.0 EVO 4G+" by Advanced Quality Group. This is a presentation document that analyzes the usability of Galaxy SII, iPhone 4, and EVO 4G+. Includes analysis of iOS5.	1/13/2012
SAMNDCA10255702	SAMNDCA10255704	3	Jeeyeun Wamg	3/2/2011-5/31/2011	"SLP Tablet: Signature"; no author. This is a presentation document that analyzes SLP tablets. Includes comparison of Apple to Samsung.	1/13/2012
SAMNDCA10255705	SAMNDCA10255707	3	Jeeyeun Wamg	3/2/2011-5/31/2011	"SLP Tablet: Signature"; no author. This is a presentation document that analyzes SLP tablets. Includes comparison of Apple to Samsung. Appears to be a near duplicate of SAMNDCA10255702.	1/13/2012
SAMNDCA10255708	SAMNDCA10255735	28	Jeeyeun Wamg	3/2/2011-5/31/2011	"SLP Tablet: Signature"; no author. This is a presentation document that analyzes SLP tablets. Includes analysis of iPad.	1/13/2012
SAMNDCA10255736	SAMNDCA10255770	35	Jeeyeun Wamg	3/2/2011-5/31/2011	"SLP Tablet: Signature"; no author. This is a presentation document that analyzes SLP tablets. Includes comparison of Apple iOS to Samsung Android and Apple tablet to Samsung tablet. Appears to be a near duplicate of SAMNDCA10255771.	1/13/2012
SAMNDCA10255771	SAMNDCA10255810	40	Jeeyeun Wamg	3/2/2011-5/31/2011	"SLP Tablet: Signature"; no author. This is a presentation document that analyzes SLP tablets. Includes comparison of Apple iOS to Samsung Android and Apple tablet to Samsung tablet.	1/13/2012
SAMNDCA10255811	SAMNDCA10255850	40	Jeeyeun Wamg	3/2/2011-5/31/2011	"SLP Tablet: Signature"; no author. This is a presentation document that analyzes SLP tablets. Includes comparison of Apple iOS to Samsung Android and Apple tablet to Samsung tablet. Appears to be a near duplicate of SAMNDCA10255771.	1/13/2012

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SAMNDCA10255851	SAMNDCA10255884	34	Jeeyeun Wamg	3/2/2011-5/31/2011	"SLP Tablet: Signature"; no author. This is a presentation document that analyzes SLP tablets. Includes comparison of Apple iOS to Samsung Android and Apple tablet to Samsung tablet. Appears to be a near duplicate of SAMNDCA10255771.	1/13/2012
SAMNDCA10255885	SAMNDCA10255900	16	Jeeyeun Wamg	3/23/2011	"2012 UX USP Concept: Discovery Plan" by MooSun Design Group. This is a presentation document that analyzes Samsung UX strategy and USP for 2012. Appears to be a near duplicate of SAMNDCA10255901.	1/13/2012
SAMNDCA10255901	SAMNDCA10255920	20	Jeeyeun Wamg	3/26/2011	"2012 UX USP Finding" by MooSun Design Group. This is a presentation document that analyzes Samsung UX strategy and USP for 2012. Includes analysis of iPhone and iOS and mentions iPad.	1/13/2012
SAMNDCA10255921	SAMNDCA10255940	20	Jeeyeun Wamg	3/26/2011	"2012 UX USP Finding" by MooSun Design Group. This is a presentation document that analyzes Samsung UX strategy and USP for 2012. Includes analysis of iPhone and iOS and mentions iPad. Appears to be a near duplicate of SAMNDCA10255901.	1/13/2012
SAMNDCA10255941	SAMNDCA10255957	17	Jeeyeun Wamg	3/26/2011	"2012 UX USP Finding" by MooSun Design Group. This is a presentation document that analyzes Samsung UX strategy and USP for 2012. Includes analysis of iPhone and iOS and mentions iPad. Appears to be a near duplicate of SAMNDCA10255901.	1/13/2012
SAMNDCA10255958	SAMNDCA10255973	16	Jeeyeun Wamg	3/26/2011	"2012 UX USP Finding" by MooSun Design Group. This is a presentation document that analyzes Samsung UX strategy and USP for 2012. Includes analysis of iPhone and iOS and mentions iPad. Appears to be a near duplicate of SAMNDCA10255901.	1/13/2012
SAMNDCA10255974	SAMNDCA10255979	6	Jeeyeun Wamg	No date	No title; no author; no date. This is a presentation document that analyzes UX and USP competitiveness. Includes comparison of Apple's iOS5 and USP to those of Samsung.	1/13/2012
SAMNDCA10255980	SAMNDCA10255984	5	Jeeyeun Wamg	No date	No title; no author; no date. This is a presentation document that analyzes UX and USP. Mentions iPhone.	1/13/2012
SAMNDCA10255985	SAMNDCA10256017	33	Jeeyeun Wamg	3/21/2011	"New interaction concept for tablet (former 3D for Tablet)" by UX Cluster 2010. This is a presentation document that analyzes competitor's tablet and Samsung UX concepts. Includes analysis of iPad2.	1/13/2012
SAMNDCA10256018	SAMNDCA10256149	132	Jeeyeun Wamg	No date	No title; no author; no date. This is a presentation document that analyzes the mobile culture and users. Mentions iPad2.	1/13/2012
SAMNDCA10256150	SAMNDCA10256151	2	Jeeyeun Wamg	No date	No title; no author; no date. This is a presentation document that analyzes the the Cloud function and real time collaboration. Mentions iPhone 6 and iDisk.	1/13/2012
SAMNDCA10256152	SAMNDCA10256202	51	Jeeyeun Wamg	4/18/2011	"Next Visual Interaction: 1st results report"; no author. This is a presentation document that analyzes interaction patterns and Galaxy S2's current status. Compares Galaxy S2 to iPhone.	1/13/2012
SAMNDCA10256203	SAMNDCA10256234	32	Jeeyeun Wamg	No date	"Next Visual Interaction: 1st results report"; no author. This is a presentation document that analyzes interaction patterns and Galaxy S2's current status. Compares Galaxy S2 to iPhone. No title; no author; no date. Appears to be a near duplicate of SAMNDCA10256152.	1/13/2012
SAMNDCA10256235	SAMNDCA10256268	34	Jeeyeun Wamg	4/7/2011	"Next Visual Interaction: 1st results report"; no author. This is a presentation document that analyzes interaction patterns and Galaxy S2's current status. Compares Galaxy S2 to iPhone. No title; no author; no date. Appears to be a near duplicate of SAMNDCA10256152.	1/13/2012
SAMNDCA10256269	SAMNDCA10256316	48	Jeeyeun Wamg	4/7/2011	"Next Visual Interaction: 1st results report"; no author. This is a presentation document that analyzes interaction patterns and Galaxy S2's current status. Compares Galaxy S2 to iPhone. No title; no author; no date. Appears to be a near duplicate of SAMNDCA10256152.	1/13/2012

## Apple v. Samsung - Description of Designer Custodian Documents

SAMNDCA10256317	SAMNDCA10256358	42	Jeeyun Wamg	4/21/2011	"2012 USP TF: UX Concept Report (1st)" by Design Group. This is a presentation document that analyzes UX and USP. Mentions Apple, iPhone, iOS, and iPad. Appears to be a near duplicate of SAMNDCA10256403.	1/13/2012
SAMNDCA10256359	SAMNDCA10256402	44	Jeeyun Wamg	4/21/2011	"2012 USP TF: UX Concept Report (1st)" by Design Group. This is a presentation document that analyzes UX and USP. Mentions Apple, iPhone, iOS, and iPad. Appears to be a near duplicate of SAMNDCA10256403.	1/13/2012
SAMNDCA10256403	SAMNDCA10256447	45	Jeeyun Wamg	4/21/2011	"2012 USP TF: UX Concept Report (1st)" by Design Group. This is a presentation document that analyzes UX and USP. Mentions Apple, iPhone, iOS, and iPad.	1/13/2012
SAMNDCA10256448	SAMNDCA10256499	52	Jeeyun Wamg	4/9/2011	"UX USP Progress Course" by MooSun Design Group. This is a presentation document that analyzes the new course for UX and USP. Includes analysis of iPhone and iOS and compares to Samsung.	1/13/2012
SAMNDCA10256500	SAMNDCA10256520	21	Jeeyun Wamg	4/9/2011	"UX USP Progress Status" by MooSun Design Group. This is a presentation document that analyzes UX and USP strategies. Includes analysis of iPhone and iOS and mentions iPad and Mac.	1/13/2012
SAMNDCA10256521	SAMNDCA10256560	40	Jeeyun Wamg	4/15/2011	"2012 UX USP ideation" by USP TF. This is a presentation document that analyzes ideas for 2012 UX USP. Compares Apple's service UX to Samsung; includes analysis of iPhone and iOS; and mentions iPad and Mac.	1/13/2012
SAMNDCA10256561	SAMNDCA10256614	54	Jeeyun Wamg	4/29/2011	"2012 UX USP Suggestions" by Design Group. This is a presentation document that analyzes suggestions for USP. Includes analysis of iPhone and iOS and mentions iDisk and Apple MobileMe.	1/13/2012
SAMNDCA10256615	SAMNDCA10256668	54	Jeeyun Wamg	4/29/2011	"2012 UX USP Suggestions" by Design Group. This is a presentation document that analyzes suggestions for USP. Includes analysis of iPhone and iOS and mentions iDisk and Apple MobileMe. Appears to be a near duplicate of SAMNDCA10256561.	1/13/2012
SAMNDCA10256669	SAMNDCA10256720	52	Jeeyun Wamg	4/29/2011	"2012 UX USP Suggestions" by Design Group. This is a presentation document that analyzes suggestions for USP. Includes analysis of iPhone and iOS and mentions iDisk and Apple MobileMe. Appears to be a near duplicate of SAMNDCA10256561.	1/13/2012
SAMNDCA10256721	SAMNDCA10256773	53	Jeeyun Wamg	4/29/2011	"2012 UX USP Suggestions" by Design Group. This is a presentation document that analyzes suggestions for USP. Includes analysis of iPhone and iOS and mentions iDisk and Apple MobileMe. Appears to be a near duplicate of SAMNDCA10256561.	1/13/2012
SAMNDCA10256774	SAMNDCA10256776	3	Jeeyun Wamg	No date	No title; no author; no date. This is a presentation document that analyzes UX. Compares Apple iOS to Samsung.	1/13/2012
SAMNDCA10256777	SAMNDCA10256826	50	Jeeyun Wamg	4/29/2011	"2012 UX USP Proposal" by Design Group. Discusses competitors' UX, including Apple's iOS and apps.	1/13/2012
SAMNDCA10256827	SAMNDCA10256880	54	Jeeyun Wamg	4/29/2011	"2012 UX USP Proposal" by Design Group. Discusses competitors' UX, including Apple's iOS and apps. Appears to be a near duplicate of SAMNDCA10256777 with additional slides.	1/13/2012
SAMNDCA10256881	SAMNDCA10256933	53	Jeeyun Wamg	4/29/2011	"2012 UX USP Proposal" by Design Group. Discusses competitors' UX, including Apple's iOS and apps. Appears to be a near duplicate of SAMNDCA10256777 with additional slides.	1/13/2012
SAMNDCA10256934	SAMNDCA10256975	42	Jeeyun Wamg	5/27/2011	"2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS.	1/13/2012
SAMNDCA10256976	SAMNDCA10257014	39	Jeeyun Wamg	5/27/2011	"2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS. Appears to be a near duplicate of SAMNDCA10256934 with fewer slides.	1/13/2012
SAMNDCA10257015	SAMNDCA10257056	42	Jeeyun Wamg	5/27/2011	"2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS. Appears to be a near duplicate of SAMNDCA10256934.	1/13/2012

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SAMNDCA10257057	SAMNDCA10257099	43	Jeeyeun Wang	5/27/2011	"2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS. Appears to be a near duplicate of SAMNDCA10256934.	1/13/2012
SAMNDCA10257100	SAMNDCA10257135	36	Jeeyeun Wang	5/27/2011	"2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS. Appears to be a near duplicate of SAMNDCA10256934 with fewer slides.	1/13/2012
SAMNDCA10257136	SAMNDCA10257182	47	Jeeyeun Wang	4/23/2011	"2012 UX USP Proposal" by Design Group. Provides a competitor analysis, including Apple's iOS.	1/13/2012
SAMNDCA10257183	SAMNDCA10257218	36	Jeeyeun Wang	5/27/2011	"2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS. Appears to be a near duplicate of SAMNDCA10256934 with fewer slides.	1/13/2012
SAMNDCA10257219	SAMNDCA10257240	22	Jeeyeun Wang	6/10/2011	"iOS5 + iCloud UX Response Plan" by UX Design Part. Discusses the features of Apple iOS5 and iCloud.	1/13/2012
SAMNDCA10257241	SAMNDCA10257244	4	Jeeyeun Wang	No date	Presentation document analyzes advanced gestures and split keyboard for iPad. Appears to be near duplicate of portions of SAMNDCA10257219.	1/13/2012
SAMNDCA10257245	SAMNDCA10257267	23	Jeeyeun Wang	6/7/2011	"iOS5 + iCloud" by UX Design Part. Discusses the features of Apple iOS5 and iCloud.	1/13/2012
SAMNDCA10257268	SAMNDCA10257269	2	Jeeyeun Wang	No date	"Current Status of UX Differentiation Based on Technology/Solution" by unknown author. Compares competitors' features, including Apple's iOS.	1/13/2012
SAMNDCA10257270	SAMNDCA10257308	39	Jeeyeun Wang	5/27/2011	"2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS. Appears to be a near duplicate of SAMNDCA10256934 with fewer slides.	1/13/2012
SAMNDCA10257309	SAMNDCA10257380	72	Jeeyeun Wang	4/28/2011	"2011 Smartphone CS Project Final Report" by Korean Productivity Center. Discusses a survey re: Samsung Galaxy S and Apple iPhone 4.	1/13/2012
SAMNDCA10257381	SAMNDCA10257552	172	Jeeyeun Wang	No date	"Chapter6. Strategic Analysis" by unknown author. Discusses a survey re: Samsung and Apple smartphones.	1/13/2012
SAMNDCA10257553	SAMNDCA10257556	4	Jeeyeun Wang	No date	"5. Action Item1 : signature UX: Strengthen Signature UX" by unknown author. Discusses Apple's service UX, including iTunes, iBooks, and App Store.	1/13/2012
SAMNDCA10257557	SAMNDCA10257557	1	Jeeyeun Wang	No date	"iPhone 5 Forecast" by unknown author. Discusses some rumors about iPhone 5.	1/13/2012
SAMNDCA10257558	SAMNDCA10257561	4	Jeeyeun Wang	No date	"S2 Backgrounds" by unknown author. Compares the backgrounds of competitors, including iPhone 5 (iOS).	1/13/2012
SAMNDCA10257562	SAMNDCA10257584	23	Jeeyeun Wang	3/1/2011	"HTC Sense: Heuristic evaluation of HTC Desire HD" by Bjorn Lindberg at Wireless UI. Mentions how Samsung Siene's main menu is similar to that of the iPhone and mentions how applications are organized in the iPad.	1/13/2012
SAMNDCA10257585	SAMNDCA10257590	6	Jeeyeun Wang	No date	"Various Widgets" by unknown author. Mentions how iPhone has been upgraded from 3GS, 4G to 4 COMA.	1/13/2012
SAMNDCA10257591	SAMNDCA10257665	75	Jeeyeun Wang	11/12/2010	"Desire HD UX" by Development Management Group. Analyzes HTC's Desire; briefly mentions the iPhone's bluetooth button.	1/13/2012
SAMNDCA10257666	SAMNDCA10257682	17	Jeeyeun Wang	11/2/2011	"Siri - iPhone4S" by Usability Evaluation team at S/W Engineering Group. Analyzes iPhone 4S's Siri and compares it to Voice Talk.	1/13/2012
SAMNDCA10257683	SAMNDCA10257715	33	Jeeyeun Wang	10/4/2011	"STA PR - iPhone 5 Media Coverage Report & Product Spec Analysis vs. Samsung Galaxy S II" by unknown author. Discusses the unveiling of the iPhone 4S, compares Galaxy S II vs. iPhone 4S.	1/13/2012
SAMNDCA10257716	SAMNDCA10257729	14	Jeeyeun Wang	No date	"IPHONE 4S ANNOUNCEMENT" by Samsung. Analyzes iPhone 4S, its new features, and compares it to iPhone 4.	1/13/2012
SAMNDCA10257732	SAMNDCA10257747	16	Jeeyeun Wang	10/5/2011	"iPhone 4S" by Design Strategy Part. Reviews the main features of iPhone 4S.	1/13/2012
SAMNDCA10257748	SAMNDCA10257768	21	Jeeyeun Wang	10/4/2011	"Apple Announcement Brief" by SDA. Reviews the main features of iPhone 4S and iOS 5.	1/13/2012

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SAMNDCA10257769	SAMNDCA10257791	23	Jeeyeun Wamg	8/2/2011	"Galaxy S Note User benefit" by Product Strategy Team at Design Group. Mentions the need to strengthen the cloud service in Galaxy S like Apple's iOS 5.	1/13/2012
SAMNDCA10257792	SAMNDCA10257849	58	Jeeyeun Wamg	1/26/2011	"Strategy Meeting Material" by Product Strategy Team. Discusses Samsung's 2010 performance results compared to Apple iPhone and iPad and mentions iPad and iPhone in discussing 2011 strategies.	1/13/2012
SAMNDCA10257850	SAMNDCA10257858	9	Jeeyeun Wamg	No date	"iPad Vs P1 UX Construction - Concept" by unknown author. Analyzes iPhone and iPad's UX.	1/13/2012
SAMNDCA10257859	SAMNDCA10257872	14	Jeeyeun Wamg	3/13/2010	"P1 UX Application Plan" by Product Strategy Team. Compares the iPad to P1.	1/13/2012
SAMNDCA10257873	SAMNDCA10257877	5	Jeeyeun Wamg	No date	"Sidekick meeting 3/9/10" by unknown author. Mentions how Sidekick's brand awareness trails only Blackberry and iPhone.	1/13/2012
SAMNDCA10257878	SAMNDCA10258065	188	Jeeyeun Wamg	Jul-10	"User Research: Smartphone PUI/UX Usage Quantitative Analysis" by Design Group HF Lab. Discusses a US/UK online survey of Android and iPhone users.	1/13/2012
SAMNDCA10258066	SAMNDCA10258100	35	Jeeyeun Wamg	No date	"Samsung UX Lovemarks for Smart phones: lovemarks - the future beyond brands" by unknown author. Mentions why users prefer the iPhone over Galaxy S.	1/13/2012
SAMNDCA10258101	SAMNDCA10258118	18	Jeeyeun Wamg	6/18/2010	"eBook Final Report" by Sang Ho Lee and Jaewon Kang at Samsung Design America, Rebecca Pezdek, Jon Howarth, Alex Hussain, Sogra Nishath, and Brian Chiarizia at HumanCentric. Discusses the iPad's eBook feature.	1/13/2012
SAMNDCA10258119	SAMNDCA10258185	67	Jeeyeun Wamg	No date	"lifestyle 2.0 Visual Profiles - Professional: Value Maximizer, Simplicity Seeker, Voice Centric" by unknown author. Discusses profiles of phone users, including iPhone users.	1/13/2012
SAMNDCA10258186	SAMNDCA10258242	57	Jeeyeun Wamg	No date	"lifestyle 2.0 Visual Profiles - Essential: Value Maximizer, Simplicity Seeker, Voice Centric" by unknown author. Discusses profiles of phone users, including iPhone users.	1/13/2012
SAMNDCA10258243	SAMNDCA10258285	43	Jeeyeun Wamg	No date	"lifestyle 2.0 Visual Profiles - Social: Social Media Tribe, Expressionist" by unknown author. Discusses profiles of phone users, including iPhone users.	1/13/2012
SAMNDCA10258286	SAMNDCA10258326	41	Jeeyeun Wamg	No date	"30 IDEAS: Next Level AD Platform" by Samsung. Mentions the Pandora app in iPhones.	1/13/2012
SAMNDCA10258327	SAMNDCA10258388	62	Jeeyeun Wamg	2010	"SAMSUNG MOBILE: MOBILE RESEARCH & APPROACH REPORT - UX CONCEPT: NEXT LEVEL AD" by gotomedia at Samsung. Discusses Apple's iAd.	1/13/2012
SAMNDCA10258389	SAMNDCA10258398	10	Jeeyeun Wamg	No date	"sd:a KEY PROJECT: MOBILE IN HARMONY" by unknown author. Discusses the smartphone market and mentions iPhone design.	1/13/2012
SAMNDCA10258399	SAMNDCA10258484	86	Jeeyeun Wamg	No date	"sd:a Cloud Frame: 5" ~ 6" Smart Planner Appendix" by sd.a. Discusses how people use the iPad.	1/13/2012
SAMNDCA10258485	SAMNDCA10258542	58	Jeeyeun Wamg	7/14/2010	"Media In Harmony: USA insights and opportunities" by Samsung Design America Elemental8. This presentation discusses research on American mobile media behavior, including iPhone users.	1/13/2012
SAMNDCA10258543	SAMNDCA10258610	68	Jeeyeun Wamg	7/14/2010	"Mobile Media Content: Creating new mobile content convergence experience. User Research Report >> Platform >> User Behavior >> Design Opportunity" by Samsung Design America. Mentions transferring of pictures on an iPad.	1/13/2012
SAMNDCA10258611	SAMNDCA10258776	166	Jeeyeun Wamg	5/12/2010	"Competitor Analysis for UX Archetype / Expert review / SDE / MUX / 2010 05 12 /v1" by Diana Ng & Malin Andersson. Reviews of competitors' devices and OS, including the iPhone and iPad.	1/13/2012

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SAMNDCA10258777	SAMNDCA10258942	166	Jeeyoun Wang	5/12/2010	"Competitor Analysis for UX Archetype / Expert review / SDE / MUX / 2010 05 12 /v1" by Diana Ng & Malin Andersson. Reviews of competitors' devices and OS, including the iPhone and iPad. Appears to be a near duplicate of SAMNDCA10258611.	1/13/2012
SAMNDCA10258943	SAMNDCA10258987	45	Jeeyoun Wang	5/12/2010	"Touch Interaction - Final Concepts: Samsung Version 1.0 (2010-05-12)" by ocean observations. Discusses the iPhone OS 4.0 and its main menu.	1/13/2012
SAMNDCA10258988	SAMNDCA10259023	36	Jeeyoun Wang	Jul-10	"Wave and Galaxy S / 1. On-line review 2. SDE "dog fooding" 3. UK user tests" by SDE Mobile UX. Compares iPhone 4 vs. Wave.	1/13/2012
SAMNDCA10259024	SAMNDCA10259036	13	Jeeyoun Wang	4/6/2010	"2012 UX Roadmap Research: Envisioning the FUTURE" by Design Strategy Group at Samsung Mobile communication Division. Discusses the platform perception of the iPhone.	1/13/2012
SAMNDCA10259037	SAMNDCA10259058	22	Jeeyoun Wang	No date	"INSIGHTS OVERVIEW: SUMMARY OF RESEARCH INSIGHTS" by Red Associates. Discusses the iPhone's UX, including a comparison between iPhone vs. Android.	1/13/2012
SAMNDCA10259059	SAMNDCA10259138	80	Jeeyoun Wang	May-10	"Signature smartphone Experiences for 2012: Final Presentation" by Red Associates for Samsung Electronics Mobile Communication Division. Mentions Apple's apps.	1/13/2012
SAMNDCA10259139	SAMNDCA10259151	13	Jeeyoun Wang	11/12/2010	"A-Phone Progress Report" by Samsung Product Strategy Team (w/ MSC and DMC R&D). Mention's Apple's closed ecosystem (iPhone and AppStore).	1/13/2012
SAMNDCA10259152	SAMNDCA10259183	32	Jeeyoun Wang	11/12/2010	"A-Phone Progress Report" by Samsung Product Strategy Team (w/ MSC and DMC R&D). Mention's Apple's closed ecosystem (iPhone and AppStore). Appears to be a near duplicate of SAMNDCA10259139 with additional slides.	1/13/2012
SAMNDCA10259184	SAMNDCA10259282	99	Jeeyoun Wang	5/4/2010	"Convergence Product Strategy for Next Mobile Internet Devices: Final Document" by The Meme. A presentation based on user studies and how people use the iPhone.	1/13/2012
SAMNDCA10259283	SAMNDCA10259302	20	Jeeyoun Wang	2010	"2012 UX ROADMAP: Field Research - End user interview. Respondents" by Design group at Mobile communication division. Discusses users' insight into the iPhone.	1/13/2012
SAMNDCA10259303	SAMNDCA10259314	12	Jeeyoun Wang	2010	"2012 UX ROADMAP: Field Research - End user interview. Respondents" by Design group at Mobile communication division. Names phone users and discusses users' insight into the iPhone.	1/13/2012
SAMNDCA10259315	SAMNDCA10259317	3	Jeeyoun Wang	7/4/2010	"Interview with Thomas from Gruner + Jahr" by unknown author. Discusses how iPad represents hope for publishers to make money off of digital content.	1/13/2012
SAMNDCA10259318	SAMNDCA10259322	5	Jeeyoun Wang	3/24/2010	"Interview with Ben Davies, Mobile UX Designer, Google" by unknown author. Compares Android platform to the iPhone's.	1/13/2012
SAMNDCA10259323	SAMNDCA10259325	3	Jeeyoun Wang	3/11/2010	"Interview with Hector Ouilhet, Mobile UX Designer, Google" by unknown author. Compares Android platform to the iPhone's.	1/13/2012
SAMNDCA10259326	SAMNDCA10259328	3	Jeeyoun Wang	3/24/2010	"Interview with Scott Goldberg, Mobile Product Manager, Myspace" by unknown author. Mentions the iPhone SDK and iPhone home screen.	1/13/2012
SAMNDCA10259329	SAMNDCA10259331	3	Jeeyoun Wang	3/23/2010	"Interview with Mike Haney, Deputy Editor of Popular Science and member of Bonnier Corp.'s Mag + project." by unknown author. Discusses magazine content in the iPad.	1/13/2012
SAMNDCA10259332	SAMNDCA10259335	4	Jeeyoun Wang	3/22/2010	"Interview with Elizabeth Churchill, Yahoo Research" by unknown author. Discusses the Kindle app on the iPhone and iPad as a reading device.	1/13/2012
SAMNDCA10259336	SAMNDCA10259340	5	Jeeyoun Wang	3/26/2010	"Interview with Rich Maggioletto, CEO, Zinio" by unknown author. Discusses putting digital magazine on the iPad and iPad's multi-touch function.	1/13/2012

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SAMNDCA10259341	SAMNDCA10259353	13	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Christopher, 40, Preston Road (Greater London)" by Red Associates for Samsung Mobile Communication. Discusses an iPhone user's experience.	1/13/2012
SAMNDCA10259354	SAMNDCA10259367	14	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Jake, 22, Farnham Common (Outer London)" by Red Associates for Samsung Mobile Communication. Discusses an iPhone user's experience.	1/13/2012
SAMNDCA10259368	SAMNDCA10259380	13	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Jessie, 21, Chalfont St Giles (Outer London)" by Red Associates for Samsung Mobile Communication. Discusses an iPhone user's experience.	1/13/2012
SAMNDCA10259381	SAMNDCA10259398	18	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Mark, London" by Red Associates for Samsung Mobile Communication. Discusses an iPhone user's experience.	1/13/2012
SAMNDCA10259399	SAMNDCA10259412	14	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Nicholas, 38, Croxley (Outer London)" by Red Associates for Samsung Mobile Communication. Discusses an iPhone user's experience.	1/13/2012
SAMNDCA10259413	SAMNDCA10259426	14	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Nina, London" by Red Associates for Samsung Mobile Communication. Discusses a Nexus user's opinion about the iPhone.	1/13/2012
SAMNDCA10259427	SAMNDCA10259436	10	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Peter, London" by Red Associates for Samsung Mobile Communication. Mentions the iPhone as being similar to HTC Hero.	1/13/2012
SAMNDCA10259437	SAMNDCA10259448	12	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Tessa, London" by Red Associates for Samsung Mobile Communication. Provides how an iPhone user uses her phone.	1/13/2012
SAMNDCA10259449	SAMNDCA10259460	12	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Andre, New York" by Red Associates for Samsung Mobile Communication. Mentions the iPhone as compared to Android and Blackberry.	1/13/2012
SAMNDCA10259461	SAMNDCA10259471	11	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Jackie, 37, Manhattan" by Red Associates for Samsung Mobile Communication. Discusses why an ex-iPhone user moved on to Google G1.	1/13/2012
SAMNDCA10259472	SAMNDCA10259482	11	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Kris, New York" by Red Associates for Samsung Mobile Communication. A HTC Hero user's opinion on the iPhone and iPad.	1/13/2012
SAMNDCA10259483	SAMNDCA10259491	9	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Larry, New York" by Red Associates for Samsung Mobile Communication. Mentions the iPhone as a touch screen phone.	1/13/2012
SAMNDCA10259492	SAMNDCA10259504	13	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Max, Bronxville, New York" by Red Associates for Samsung Mobile Communication. Discusses an iPhone user's opinion about the iPhone and iPad.	1/13/2012
SAMNDCA10259505	SAMNDCA10259514	10	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Nikhil, Bloomfield, NJ" by Red Associates for Samsung Mobile Communication. A non-iPhone user's opinion about the iPhone and iPad.	1/13/2012
SAMNDCA10259515	SAMNDCA10259526	12	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Seth, 31, Upper East Side, Manhattan" by Red Associates for Samsung Mobile Communication. An iPhone user's opinion about the iPhone and iPad.	1/13/2012
SAMNDCA10259527	SAMNDCA10259540	14	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Sharone, 25, Harlem, NYC" by Red Associates for Samsung Mobile Communication. An iPhone user's opinion about the iPhone 3G and iPad.	1/13/2012
SAMNDCA10259541	SAMNDCA10259550	10	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Charlota, New York" by Red Associates for Samsung Mobile Communication. A Google phone user's opinion about the iPhone.	1/13/2012
SAMNDCA10259551	SAMNDCA10259558	8	Jeeyeun Wamg	Jun-10	"iPad User Reaction Summary" by Product Planning Group / NBI Part. Discusses iPad users opinions about its features.	1/13/2012
SAMNDCA10259559	SAMNDCA10259574	16	Jeeyeun Wamg	No date	"C Project: Changing the Rules.." by unknown author. Mentions iPhone and iPad features and specs.	1/13/2012

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SAMNDCA10259575	SAMNDCA10259604	30	Jeeyun Wamg	No date	"C Project: Changing the Rules.." by unknown author. Mentions iPhone and iPad features and specs. Appears to be a near duplicate of SAMNDCA10259559 with additional slides.	1/13/2012
SAMNDCA10259605	SAMNDCA10259637	33	Jeeyun Wamg	No date	"C Project: Changing the Rules.." by unknown author. Mentions iPhone and iPad features and specs. Appears to be a near duplicate of SAMNDCA10259559 with additional slides.	1/13/2012
SAMNDCA10259638	SAMNDCA10259671	34	Jeeyun Wamg	No date	"C Project: Changing the Rules.." by unknown author. Mentions iPhone and iPad features and specs. Appears to be a near duplicate of SAMNDCA10259559 with additional slides.	1/13/2012
SAMNDCA10259672	SAMNDCA10259699	28	Jeeyun Wamg	No date	"C Project: Changing the Rules.." by unknown author. Mentions iPhone and iPad features and specs. Appears to be a near duplicate of SAMNDCA10259559 with additional slides.	1/13/2012
SAMNDCA10259700	SAMNDCA10259730	31	Jeeyun Wamg	No date	"C Project: Changing the Rules.." by unknown author. Mentions iPhone and iPad features and specs. Appears to be a near duplicate of SAMNDCA10259559 with additional slides.	1/13/2012
SAMNDCA10259731	SAMNDCA10259761	31	Jeeyun Wamg	No date	"C Project: Changing the Rules.." by unknown author. Mentions iPhone and iPad features and specs. Appears to be a near duplicate of SAMNDCA10259559 with additional slides.	1/13/2012
SAMNDCA10259762	SAMNDCA10259789	28	Jeeyun Wamg	No date	"Nintendo DS 3D Samsung PAVV 3D TV" by unknown author. Mentions iPhone's UI and iPad's features.	1/13/2012
SAMNDCA10259790	SAMNDCA10259819	30	Jeeyun Wamg	No date	"Nintendo DS 3D Samsung PAVV 3D TV" by unknown author. Mentions iPhone's UI and iPad's features. Appears to be a near duplicate of SAMNDCA10259762.	1/13/2012
SAMNDCA10259820	SAMNDCA10259846	27	Jeeyun Wamg	No date	"Nintendo DS 3D Samsung PAVV 3D TV" by unknown author. Mentions iPhone's UI and iPad's features. Appears to be a near duplicate of SAMNDCA10259559 with additional slides.	1/13/2012
SAMNDCA10259847	SAMNDCA10259875	29	Jeeyun Wamg	No date	"Nintendo DS 3D Samsung PAVV 3D TV" by unknown author. Mentions iPhone's UI and iPad's features. Appears to be a near duplicate of SAMNDCA10259762.	1/13/2012
SAMNDCA10259876	SAMNDCA10259894	19	Jeeyun Wamg	No date	"Nintendo DS 3D Samsung PAVV 3D TV" by unknown author. Mentions iPhone's UI and iPad's features. Appears to be a near duplicate of SAMNDCA10259559 with additional slides.	1/13/2012
SAMNDCA10259895	SAMNDCA10259908	14	Jeeyun Wamg	6/23/2010	"C Project: Changing the Rules.." by Future Design Lab at Samsung. Mentions iPhone and iPad's features and specs.	1/13/2012
SAMNDCA10259909	SAMNDCA10259929	21	Jeeyun Wamg	6/23/2010	"C Project: Changing the Rules.." by Future Design Lab at Samsung. Mentions iPhone and iPad's features and specs. Appears to be a near duplicate of SAMNDCA10259895 with additional slides.	1/13/2012
SAMNDCA10259930	SAMNDCA10259933	4	Jeeyun Wamg	No date	Document is entitled "Layer". iPad is mentioned in comparison to Kindle, Samsung P1, and Samsung 3D tablet. Presentation document is illegible. However, is viewable in "text view."	1/13/2012
SAMNDCA10259934	SAMNDCA10259989	56	Jeeyun Wamg	12/17/2008	"Touch portfolio: Rollout Strategy. Recommendation based on consumer insight" by gravitytank collaborates with Samsung (barely legible). Discusses iPhone consumer feedback and analysis.	1/13/2012
SAMNDCA10259990	SAMNDCA10260013	24	Jeeyun Wamg	3/23/2010	"Tablet Computer Survey: Version 1.1" by Dubberly Design Office. Mentions iPad's specs.	1/13/2012
SAMNDCA10260014	SAMNDCA10260014	1	Jeeyun Wamg	8/20/2010	"UK Consumers' iPad Usage Analysis" by STRABASE. Discusses a consumer research on iPad usage.	1/13/2012
SAMNDCA10260015	SAMNDCA10260017	3	Jeeyun Wamg	No date	"The C", No author. Presentation document is mostly illegible. However, viewed in "text view", iPad is mentioned in comparison to Kindle and Samsung 3D tablet.	1/13/2012
SAMNDCA10260025	SAMNDCA10260030	6	Jeeyun Wamg	2010	"Timely Report: Smart Device, Focused on '3S' Market" by ROA Group. Mentions Apple iPad.	1/13/2012
SAMNDCA10260031	SAMNDCA10260037	7	Jeeyun Wamg	8/2/2010	"The eBook Industry's Coping Strategy After the Release of the iPad" by Eun-Min Lee, an article from Dong Hyang, Volume 22, Issue No. 14.	1/13/2012

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SAMNDCA10260038	SAMNDCA10260046	9	Jeeyeun Wamg	No date	"Analysis of how iPad is changing the role of PC/Netbook/TV" by Jin-min Kawk and Min-Jung Gweon, an article from DigiEco.	1/13/2012
SAMNDCA10260062	SAMNDCA10260063	2	Jeeyeun Wamg	No date	"The C", No author. Mentions iPad in comparison to the Samsung tablet.	1/13/2012
SAMNDCA10260064	SAMNDCA10260066	3	Jeeyeun Wamg	No date	"The C", no author. Mentions iPad in comparison to the Samsung tablet. Appears to be near duplicate of SAMNDCA10260062.	1/13/2012
SAMNDCA10260067	SAMNDCA10260083	17	Jeeyeun Wamg	No date	"The C: UI Scenario", No author. Presentation document mentions iPad in comparison to the Samsung tablet.	1/13/2012
SAMNDCA10260084	SAMNDCA10260100	17	Jeeyeun Wamg	No date	"The C: UI Scenario", no author. Presentation document mentions iPad in comparison to the Samsung tablet. Appears to be near duplicate of SAMNDCA10260067.	1/13/2012
SAMNDCA10260101	SAMNDCA10260102	2	Jeeyeun Wamg	No date	No title, No author, Undated. Stating that iPad has opened the possibility of the tablet market, and that its usage of web, ebook, and apps is outstanding.	1/13/2012
SAMNDCA10260103	SAMNDCA10260104	2	Jeeyeun Wamg	No date	No title, No author, Undated. Stating that iPad has opened the possibility of the tablet market, and that its usage of web, ebook, and apps is outstanding. Appears to be a near duplicate of SAMNDCA10260102.	1/13/2012
SAMNDCA10260105	SAMNDCA10260129	25	Jeeyeun Wamg	8/12/2010	"Now Phone, Next Phone, Hardware Platform" a presentation by Samsung. Mentions iPhone	1/13/2012
SAMNDCA10260130	SAMNDCA10260149	20	Jeeyeun Wamg	4/1/2010	"Directions for 2012+ Open Web Phone" a presentation by NBI Part Product Strategy Team. Mentions iPhone.	1/13/2012
SAMNDCA10260150	SAMNDCA10260257	108	Jeeyeun Wamg	6/12/2008	"Samsung WOW '09: Final Concepts" a presentation by IDEO and Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10260258	SAMNDCA10260297	40	Jeeyeun Wamg	8/13/2010	"Project Maya: Mobility 2012: Samsung + IDEO: Executive Summary" a presentation by IDEO and Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10260298	SAMNDCA10260357	60	Jeeyeun Wamg	6/10/2010	"IDEO + Samsung Maya" a presentation by IDEO and Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10260358	SAMNDCA10260496	139	Jeeyeun Wamg	No date	"Samsung: North America: Mobile Phone Lifestyles: Visual Profiles" a presentation by Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10260497	SAMNDCA10260606	110	Jeeyeun Wamg	6/24/2010	"Mobile Phone Lifestyle 2.0: Usage Themes" a presentation by Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10260607	SAMNDCA10260632	26	Jeeyeun Wamg	2008	"Telecom Carrier Perception Research for US market", presentation by Lextant. Mentions iPhone.	1/13/2012
SAMNDCA10260633	SAMNDCA10260634	2	Jeeyeun Wamg	No date	No title, no author, a spreadsheet. Mentions Apple iPad.	1/13/2012
SAMNDCA10260635	SAMNDCA10260642	8	Jeeyeun Wamg	No date	"Bada2 UX Development Plan" a presentation by Design Group/UX Part. Mentions iPhone UX analysis.	1/13/2012
SAMNDCA10260643	SAMNDCA10260654	12	Jeeyeun Wamg	No date	"Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone.	1/13/2012
SAMNDCA10260655	SAMNDCA10260672	18	Jeeyeun Wamg	No date	"Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone.	1/13/2012
SAMNDCA10260673	SAMNDCA10260691	19	Jeeyeun Wamg	No date	"Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone.	1/13/2012
SAMNDCA10260692	SAMNDCA10260719	28	Jeeyeun Wamg	No date	"Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone.	1/13/2012
SAMNDCA10260720	SAMNDCA10260727	8	Jeeyeun Wamg	No date	No title, a presentation by Future Design Lab. Mentions iPhone.	1/13/2012
SAMNDCA10260728	SAMNDCA10260760	33	Jeeyeun Wamg	8/27/2010	"Lovemarks: Making Decision", by Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10260761	SAMNDCA10260792	32	Jeeyeun Wamg	No date	"Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone.	1/13/2012
SAMNDCA10260793	SAMNDCA10260834	42	Jeeyeun Wamg	7/13/2010	"Samsung Lovemarks: Critique Session" a presentation by gotomedia. Mentions iPhone.	1/13/2012
SAMNDCA10260835	SAMNDCA10260902	68	Jeeyeun Wamg	8/22/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions iPhone 4 pre-orders.	1/13/2012
SAMNDCA10260903	SAMNDCA10260965	63	Jeeyeun Wamg	8/25/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions iPhone 4 pre-orders.	1/13/2012

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SAMNDCA10260966	SAMNDCA10261028	63	Jeeyun Wang	8/24/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions iPhone 4 pre-orders.	1/13/2012
SAMNDCA10261029	SAMNDCA10261169	141	Jeeyun Wang	No date	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261170	SAMNDCA10261234	65	Jeeyun Wang	9/17/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions iPhone.	1/13/2012
SAMNDCA10261235	SAMNDCA10261299	65	Jeeyun Wang	No date	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261300	SAMNDCA10261354	55	Jeeyun Wang	9/17/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261355	SAMNDCA10261387	33	Jeeyun Wang	9/17/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple.	1/13/2012
SAMNDCA10261388	SAMNDCA10261389	2	Jeeyun Wang	2010	"Smart Phone Analysis Worldwide: Notes on quarterly mobile shipment data" a report by Canalys. Mentions iPhone OS.	1/13/2012
SAMNDCA10261390	SAMNDCA10261439	50	Jeeyun Wang	2010	"Worldwide mobile phone/smart phone market overview Q2 2010" a spreadsheet by Canalys. Mentions iPhone OS.	1/13/2012
SAMNDCA10261440	SAMNDCA10261463	24	Jeeyun Wang	8/27/2010	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261464	SAMNDCA10261497	34	Jeeyun Wang	8/27/2010	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261498	SAMNDCA10261531	34	Jeeyun Wang	8/27/2010	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone. Appears to be a duplicate of SAMNDCA10261464	1/13/2012
SAMNDCA10261532	SAMNDCA10261566	35	Jeeyun Wang	8/27/2010	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261567	SAMNDCA10261601	35	Jeeyun Wang	8/27/2010	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone. Appears to be a duplicate of SAMNDCA10261532.	1/13/2012
SAMNDCA10261602	SAMNDCA10261630	29	Jeeyun Wang	8/27/2010	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone. Appears to be a duplicate of SAMNDCA10261532.	1/13/2012
SAMNDCA10261631	SAMNDCA10261666	36	Jeeyun Wang	8/27/2010	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261667	SAMNDCA10261670	4	Jeeyun Wang	No date	No title, unknown author, undated. Shows iPad ebooks transition effect and iPhone screens to remove apps.	1/13/2012
SAMNDCA10261671	SAMNDCA10261706	36	Jeeyun Wang	No date	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Galaxy S vs. iPhone.	1/13/2012
SAMNDCA10261707	SAMNDCA10261717	11	Jeeyun Wang	No date	"The future beyond brands: Lovemarks", No author. Mentions prospective Samsung phone and iPhone purchasers.	1/13/2012
SAMNDCA10261718	SAMNDCA10261752	35	Jeeyun Wang	No date	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Galaxy S vs. iPhone. Appears to be a duplicate of SAMNDCA10261671.	1/13/2012
SAMNDCA10261753	SAMNDCA10261787	35	Jeeyun Wang	No date	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Galaxy S vs. iPhone. Appears to be a duplicate of SAMNDCA10261671.	1/13/2012
SAMNDCA10261788	SAMNDCA10261822	35	Jeeyun Wang	No date	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Galaxy S vs. iPhone. Appears to be a duplicate of SAMNDCA10261671.	1/13/2012

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SAMNDCA10261823	SAMNDCA10261896	74	Jeeyeun Wamg	9/15/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10261897	SAMNDCA10261970	74	Jeeyeun Wamg	9/15/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple and iPhone. Appears to be a duplicate of SAMNDCA10261823.	1/13/2012
SAMNDCA10261971	SAMNDCA10262114	144	Jeeyeun Wamg	9/15/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10262115	SAMNDCA10262183	69	Jeeyeun Wamg	9/2/2010	"Final Presentation: Samsung Next Level Ad Platform" a presentation by gotomedia. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10262184	SAMNDCA10262336	153	Jeeyeun Wamg	No date	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10262337	SAMNDCA10262488	152	Jeeyeun Wamg	9/16/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10262489	SAMNDCA10262526	38	Jeeyeun Wamg	9/17/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10262527	SAMNDCA10262559	33	Jeeyeun Wamg	No date	"Samsung UX Lovemarks: The future of Samsung Smartphone" a presentation by unknown author. Mentions prospective Samsung phone and iPhone purchasers.	1/13/2012
SAMNDCA10262560	SAMNDCA10262575	16	Jeeyeun Wamg	No date	"UX Lovemarks: The future of Samsung Smartphones" a presentation by unknown author. Mentions prospective Samsung phone and iPhone purchasers.	1/13/2012
SAMNDCA10262576	SAMNDCA10262583	8	Jeeyeun Wamg	No date	"iPhone users show deep loyalty", No author. Presentation document comparing brand loyalty by Apple and Samsung users and recommendations on how to build loyalty.	1/13/2012
SAMNDCA10262584	SAMNDCA10262603	20	Jeeyeun Wamg	1/21/2008	"User experience design philosophy" by Samsung. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10262604	SAMNDCA10262643	40	Jeeyeun Wamg	9/17/2010	"Samsung UX Lovemarks" by Samsung. Mentions Apple.	1/13/2012
SAMNDCA10262644	SAMNDCA10262683	40	Jeeyeun Wamg	9/17/2010	"Samsung UX Lovemarks" by Samsung. Mentions Apple. Appears to be a duplicate of SAMNDCA10262604.	1/13/2012
SAMNDCA10262684	SAMNDCA10262748	65	Jeeyeun Wamg	2010	"Social cortex" by Samsung. Mentions iPhone 3GS.	1/13/2012
SAMNDCA10262749	SAMNDCA10262798	50	Jeeyeun Wamg	No date	"Youth UX" by Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10262799	SAMNDCA10262882	84	Jeeyeun Wamg	No date	"Youth UX" by Samsung. Mentions iPhone. Appears to be a near duplicate of SAMNDCA10262749.	1/13/2012
SAMNDCA10262883	SAMNDCA10262925	43	Jeeyeun Wamg	No date	"Re-inventing touch" by Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10262926	SAMNDCA10262976	51	Jeeyeun Wamg	No date	"Re-inventing touch" by Samsung. Mentions iPhone. Appears to be a near duplicate of SAMNDCA10262883.	1/13/2012
SAMNDCA10263014	SAMNDCA10263047	34	Jeeyeun Wamg	No date	No title, by Samsung. Presentation document mentions an integrated phonebook app for the iPhone called "Yahoo! Oneconnect".	1/13/2012
SAMNDCA10263048	SAMNDCA10263054	7	Jeeyeun Wamg	5/25/2009	"SNS + Research Summary: USA/UK Field Research" by Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10263055	SAMNDCA10263063	9	Jeeyeun Wamg	No date	"Details of TW 3.0 Phonebook UI Changes" by Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10263064	SAMNDCA10263151	88	Jeeyeun Wamg	No date	"Samsung TN GUI Framework: Icon & Trend Design" by Iconmobile. Mentions iPhone and iPad.	1/13/2012
SAMNDCA10263152	SAMNDCA10263267	116	Jeeyeun Wamg	No date	"Creating a True and Major Scenario of the Mobile Phone User Experience" by Samsung. Mentions iPhone.	1/13/2012
SAMNDCA10263268	SAMNDCA10263292	25	Jeeyeun Wamg	No date	"iPhone 3G S New/Upgraded Feature Review" by Samsung. Presentation document analyzing new and upgraded features of the iPhone 3G S.	1/13/2012
SAMNDCA10263293	SAMNDCA10263297	5	Jeeyeun Wamg	No date	"Apple's Bloodiest Patent and Copyright Clashes" by Gizmodo.com. Article discussing Apple's patent and copyright legal disputes since 1978.	1/13/2012
SAMNDCA10263302	SAMNDCA10263304	3	Jeeyeun Wamg	4/20/2010	"Amazon's Kindle focuses on confronting the heightened sense of crisis in the eBook Industry due to the popularity of the iPad" by BusinessWeek. Article discussing competition between the Kindle and iPad.	1/13/2012

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SAMNDCA10263305	SAMNDCA10263311	7	Jeeyun Wamg	5/31/2010	"Kindle and iPad, Leaders of the Personal Publishing Era, a Perspective of the Changing eBook Industry" by Atlas. Article discussing the eBook industry and how the Kindle and iPad are changing it.	1/13/2012
SAMNDCA10263331	SAMNDCA10263366	36	Jeeyun Wamg	1/22/2010	"iPad Human Interface Guidelines" by Apple Inc., discussing user interface features of the iPad.	1/13/2012
SAMNDCA10263367	SAMNDCA10263439	73	Jeeyun Wamg	4/9/2010	"iPad GUI Review", by UX Cluster part, GUI Studio. Presentation document analyzing user interface features of the iPad.	1/13/2012
SAMNDCA10263440	SAMNDCA10263593	154	Jeeyun Wamg	No date	"iPad User Guide" by Apple, Inc. User manual for the iPad.	1/13/2012
SAMNDCA10263594	SAMNDCA10263702	109	Jeeyun Wamg	No date	"iPhone Analysis: Font" by UX Cluster part, GUI Studio. Presentation document analyzing iPhone fonts.	1/13/2012
SAMNDCA10263710	SAMNDCA10263789	80	Jeeyun Wamg	No date	"iPhone GUI Elements", No author. Presentation document analyzing user interface features of the iPhone.	1/13/2012
SAMNDCA10263790	SAMNDCA10263811	22	Jeeyun Wamg	No date	"iPhone 3GS AUI Analysis: Functional Sound/Embedded Sound/Haptic Feedback" by Samsung. Presentation document analyzing iPhone sounds.	1/13/2012
SAMNDCA10263812	SAMNDCA10263830	19	Jeeyun Wamg	No date	"iPhone Keyboard Analysis" by Samsung. Presentation document analyzing the iPhone keyboard.	1/13/2012
SAMNDCA10263831	SAMNDCA10263857	27	Jeeyun Wamg	2/25/2010	"iPhone navigation analysis" by Myung-Roh Lee. Presentation document analyzing how to navigate user interface features of the iPhone.	1/13/2012
SAMNDCA10263858	SAMNDCA10263907	50	Jeeyun Wamg	2/26/2010	"iPhone Interaction Analysis" by VI Unit. Presentation document analyzing user interface features of the iPhone.	1/13/2012
SAMNDCA10263908	SAMNDCA10263930	23	Jeeyun Wamg	2/25/2010	"Efficient Resources (iPhone Analysis)" by Samsung. Presentation document analyzing user interface features of the iPhone and comparing them to the Lismore.	1/13/2012
SAMNDCA10263931	SAMNDCA10264000	70	Jeeyun Wamg	2/25/2010	"Pop-up Improvement (iPhone Analysis)" by Samsung. Presentation document analyzing pop-up features of the iPhone user interface.	1/13/2012
SAMNDCA10264001	SAMNDCA10264130	130	Jeeyun Wamg	9/9/2009	"iPhone Human Interface Guidelines" by Apple, Inc., discussing user interface features of the iPhone.	1/13/2012
SAMNDCA10264131	SAMNDCA10264266	136	Jeeyun Wamg	3/24/2010	"iPhone Human Interface Guidelines" by Apple, Inc., discussing user interface features of the iPhone. Appears to be a near duplicate of SAMNDCA10264001.	1/13/2012
SAMNDCA10264267	SAMNDCA10264283	17	Jeeyun Wamg	No date	"Contents Analysis" by Il-Geun Bok. Presentation document comparing screen content areas of the iPhone and Lismore.	1/13/2012
SAMNDCA10264284	SAMNDCA10264300	17	Jeeyun Wamg	No date	"Font Analysis" by Ji-Eun Kim and Joong-Hun Kwon. Presentation document analyzing iPhone fonts.	1/13/2012
SAMNDCA10264301	SAMNDCA10264380	80	Jeeyun Wamg	No date	"GUI Elements Analysis" by Kyung-Shik Yoon and In-Won Jong. Presentation document analyzing user interface elements of the iPhone.	1/13/2012
SAMNDCA10264381	SAMNDCA10264385	5	Jeeyun Wamg	No date	"Icon Analysis" by Min-Seung Song. Presentation document analyzing iPhone icons.	1/13/2012
SAMNDCA10264386	SAMNDCA10264414	29	Jeeyun Wamg	No date	"Resource Efficiency" by Ha-Young Jun. Presentation document analyzing user interface features of the iPhone and comparing them to TouchWiz3.0.	1/13/2012
SAMNDCA10264415	SAMNDCA10264448	34	Jeeyun Wamg	No date	"iPhone 4.0 Quick Report & Analysis" by Samsung. Presentation document analyzing the iPhone 4 and comparing to Galaxy S.	1/13/2012
SAMNDCA10264449	SAMNDCA10264468	20	Jeeyun Wamg	No date	"Galaxy S vs. iPhone 4", No author. Presentation document analyzing the iPhone 4 and comparing to Galaxy S.	1/13/2012
SAMNDCA10264471	SAMNDCA10264496	26	Jeeyun Wamg	6/8/2010	"iPhone 4 Announce Report" by Product Planning Team/Skill Planning Team. Presentation document analyzing the iPhone 4 launch presentation.	1/13/2012
SAMNDCA10264498	SAMNDCA10264505	8	Jeeyun Wamg	8/2010	"U.S. Competitors' UX Analysis Project: Analysis of LG Rumor Touch (Sprint)" by Samsung. Presentation document analyzing the LG Rumor Touch (Sprint).	1/13/2012

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SAMNDCA10264506	SAMNDCA10264550	45	Jeeyeun Wamg	Aug-10	"U.S. Competitors' UX Analysis Project Analysis of LG Rumor Touch (Sprint) Prepared for Samsung" by the UEgroup. Analyzes LG Rumor Touch from Sprint and mentions iPhone for the level of selection of games in store.	1/13/2012
SAMNDCA10264723	SAMNDCA10264726	4	Jeeyeun Wamg	4/5/2010	"Handset" by InBeom. An article analyzing the physical characteristics of iPad.	1/13/2012
SAMNDCA10264727	SAMNDCA10264734	8	Jeeyeun Wamg	Feb-10	"National and International Responses and Implications Regarding iPad Release" by JaeKyung Park. Article analyzing the iPad.	1/13/2012
SAMNDCA10264735	SAMNDCA10264744	10	Jeeyeun Wamg	No date	"The Change and Meaning that iPad brings" by Yeon-Ah Cho et al. A presentation analyzing the impact of the iPad.	1/13/2012
SAMNDCA10264745	SAMNDCA10264785	41	Jeeyeun Wamg	No date	"The Lead of Smartphone Trend, the Paradigm of UX. Change and Response Strategy" by SungWoo Kim et al. A presentation analyzing the effects of the iPhone's UI.	1/13/2012
SAMNDCA10264786	SAMNDCA10264795	10	Jeeyeun Wamg	No date	"'I-Pad' Competitive Structure Predicted by Research Result: 'Many Functions' vs. 'Core Functions,' which side will win?" by Duk-Hwan Yoon. An article discussing the positioning of the iPad.	1/13/2012
SAMNDCA10264796	SAMNDCA10264803	8	Jeeyeun Wamg	No date	"What is iPad!!" by SeokGi Kim. A presentation analyzing the iPad.	1/13/2012
SAMNDCA10264804	SAMNDCA10264860	57	Jeeyeun Wamg	No date	Presentation entitled "icon research", by Samsung. Includes iPhone screenshot showing home screen and icons, and displays iPhone toolbar and tab bar icons.	1/13/2012
SAMNDCA10264861	SAMNDCA10265139	279	Jeeyeun Wamg	No date	"Samsung TN GUI Framework Final Presentation" by IconMobile. A presentation mentioning iPhone regarding its icon metaphor.	1/13/2012
SAMNDCA10265140	SAMNDCA10265146	7	Jeeyeun Wamg	No date	No title, no author. Presentation document includes iPad status icons.	1/13/2012
SAMNDCA10265147	SAMNDCA10265172	26	Jeeyeun Wamg	No date	Presentation entitled "2D icon", No author. Document includes iPhone Toolbar and Tab bar icons.	1/13/2012
SAMNDCA10265173	SAMNDCA10265213	41	Jeeyeun Wamg	No date	"Convergence Solutions" by UX Cluster SD Unit. A presentation comparing the convergence of Apple and Samsung.	1/13/2012
SAMNDCA10265214	SAMNDCA10265262	49	Jeeyeun Wamg	3/24/2010	"2010 CTIA Important Display Trend Report" by North American Product Planning Part / Enabling Group. A presentation mentioning support of multiplatforms including iPhone.	1/13/2012
SAMNDCA10265263	SAMNDCA10265289	27	Jeeyeun Wamg	No date	"MIEUX Make it Emotional UX" by Dokshin Lim. A presentation describing the MIEUX project. Mentions the iPhone's UI.	1/13/2012
SAMNDCA10265290	SAMNDCA10265350	61	Jeeyeun Wamg	6/5/2009	"MIEUX -Emotional UX" by Malin Andersson et al. at Wireless UI. Mentions the iPhone's UI. Appears to be a near duplicate of SAMNDCA10265263.	1/13/2012
SAMNDCA10265351	SAMNDCA10265409	59	Jeeyeun Wamg	No date	No title, no author, no date. Showing that iPhone's Radio Tab is provided as an app and how uploaded pictures can be displayed on the iPhone screen.	1/13/2012
SAMNDCA10265410	SAMNDCA10265436	27	Jeeyeun Wamg	3/30/2010	"SLP UX Direction" by UX Innovation SLP TF. A presentation mentioning the iPhone UX.	1/13/2012
SAMNDCA10265437	SAMNDCA10265437	1	Jeeyeun Wamg	No date	No title, no author, no date. Stating "Mirroring Native iPhone UI Elements."	1/13/2012
SAMNDCA10265438	SAMNDCA10265458	21	Jeeyeun Wamg	No date	No title, no author. Presentation document analyzes a showcase of webpage designs optimized for iPhone and iPhone App design trends.	1/13/2012
SAMNDCA10265459	SAMNDCA10265475	17	Jeeyeun Wamg	Apr-10	"Experience Lab Manual" by Design Group HF Lab. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10265476	SAMNDCA10265500	25	Jeeyeun Wamg	7/16/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store and the iPhone.	1/13/2012
SAMNDCA10265501	SAMNDCA10265521	21	Jeeyeun Wamg	8/13/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store, the iPhone, and the iPad.	1/13/2012
SAMNDCA10265522	SAMNDCA10265546	25	Jeeyeun Wamg	10/8/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store and the iPhone.	1/13/2012

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SAMNDCA10265547	SAMNDCA10265572	26	Jeeyeun Wamg	3/19/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store and the iPhone.	1/13/2012
SAMNDCA10265573	SAMNDCA10265597	25	Jeeyeun Wamg	3/26/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store and the iPhone.	1/13/2012
SAMNDCA10265598	SAMNDCA10265620	23	Jeeyeun Wamg	4/2/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store and the iPhone.	1/13/2012
SAMNDCA10265621	SAMNDCA10265642	22	Jeeyeun Wamg	4/9/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store and the iPhone.	1/13/2012
SAMNDCA10265643	SAMNDCA10265671	29	Jeeyeun Wamg	5/20/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store and the iPhone.	1/13/2012
SAMNDCA10265672	SAMNDCA10265699	28	Jeeyeun Wamg	6/11/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store, the iPhone, and the iPad.	1/13/2012
SAMNDCA10265700	SAMNDCA10265725	26	Jeeyeun Wamg	6/18/2010	No title, by Global CS Team Advanced Quality Group. A report mentioning Apple store, the iPhone, and the iPad.	1/13/2012
SAMNDCA10265726	SAMNDCA10265757	32	Jeeyeun Wamg	Jul-10	"Smartphone Usage Reality Survey" by Korea Internet & Security Agency. Contains a comparison of iPhone users and non-iPhone users regarding smartphone usage.	1/13/2012
SAMNDCA10265758	SAMNDCA10265793	36	Jeeyeun Wamg	No date	"Designing UE For Multiple Mobile OS" by Sami Paihonen. A presentation including a screenshot of the iPhone's UI building blocks.	1/13/2012
SAMNDCA10265794	SAMNDCA10265816	23	Jeeyeun Wamg	Jul-10	"All about Apps" by M. A magazine issue mentioning the iPhone.	1/13/2012
SAMNDCA10265817	SAMNDCA10265819	3	Jeeyeun Wamg	5/11/2010	"Jason, What did you do on your mobile phone today?", no author. A web page mentioning the iPhone.	1/13/2012
SAMNDCA10265820	SAMNDCA10265822	3	Jeeyeun Wamg	5/25/2010	"Eric, what did you do on your mobile phone today?", no author. A web page mentioning the iPhone and the iPad.	1/13/2012
SAMNDCA10265823	SAMNDCA10265836	14	Jeeyeun Wamg	No date	No title, no author, no date. Contains a mobile consumer's comment on iPhone during a phone interview.	1/13/2012
SAMNDCA10265837	SAMNDCA10265850	14	Jeeyeun Wamg	No date	Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is asked about mobile phones, including iPhone.	1/13/2012
SAMNDCA10265851	SAMNDCA10265865	15	Jeeyeun Wamg	No date	Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is asked about preferred mobile phones, including iPhone.	1/13/2012
SAMNDCA10265866	SAMNDCA10265880	15	Jeeyeun Wamg	No date	Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is asked about preferred mobile phones, including iPhone.	1/13/2012
SAMNDCA10265881	SAMNDCA10265895	15	Jeeyeun Wamg	No date	No title, no author, no date. Contains a mobile consumer's comment on iPhone 3Gs during a phone interview.	1/13/2012
SAMNDCA10265896	SAMNDCA10265910	15	Jeeyeun Wamg	No date	Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is asked about preferred mobile phones, including iPhone.	1/13/2012
SAMNDCA10265911	SAMNDCA10265926	16	Jeeyeun Wamg	No date	No title, no author, no date. Contains mobile consumers' comments on iPhone during a phone interview.	1/13/2012
SAMNDCA10265927	SAMNDCA10265942	16	Jeeyeun Wamg	No date	No title, no author, no date. Contains a mobile consumer's comment on iPhone 3Gs during a phone interview.	1/13/2012
SAMNDCA10265943	SAMNDCA10265964	22	Jeeyeun Wamg	No date	Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is asked about preferred mobile phones, including iPhone.	1/13/2012
SAMNDCA10265965	SAMNDCA10265983	19	Jeeyeun Wamg	No date	Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is asked about preferred mobile phones, including iPhone.	1/13/2012
SAMNDCA10265984	SAMNDCA10265998	15	Jeeyeun Wamg	No date	No title, no author, no date. A spreadsheet mentioning the iPhone.	1/13/2012
SAMNDCA10265999	SAMNDCA10266029	31	Jeeyeun Wamg	No date	No title, no author, no date. A spreadsheet mentioning the iPhone and the iPad.	1/13/2012

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SAMNDCA10266030	SAMNDCA10266061	32	Jeeyeun Wamg	No date	No title, no author, no date. A spreadsheet mentioning the iPhone.	1/13/2012
SAMNDCA10266062	SAMNDCA10266143	82	Jeeyeun Wamg	No date	"Samsung TN GUI Framework Design + Production" by IconMobile. A presentation mentioning Apple, the iPhone, and the iPad.	1/13/2012
SAMNDCA10266144	SAMNDCA10266147	4	Jeeyeun Wamg	2010	No title, by Samsung Electronics. Mentions that iPhone is using bubble metaphor.	1/13/2012
SAMNDCA10266148	SAMNDCA10266151	4	Jeeyeun Wamg	No date	No title, by Samsung Electronics. Mentions that iPhone is using bubble metaphor. Appears to be a near duplicate of SAMNDCA10266144.	1/13/2012
SAMNDCA10266152	SAMNDCA10266180	29	Jeeyeun Wamg	2/24/2010	"TMO Samsung Android UX" by Samsung Mobile Design Group. A proposal mentioning the iPhone's UI.	1/13/2012
SAMNDCA10266181	SAMNDCA10266351	171	Jeeyeun Wamg	Jan-10	"Global Segmentation 2.0 Survey Result" by Wireless Marketing Group - Product Planning Group. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10266352	SAMNDCA10266362	11	Jeeyeun Wamg	May-10	"2011 CHINA TD-SCDMA Original Design Report" by Samsung Mobile Design. A report mentioning the iPhone.	1/13/2012
SAMNDCA10266363	SAMNDCA10266383	21	Jeeyeun Wamg	2009	"Social Networks & Travel" by M. A magazine issue mentioning Apple and the iPhone.	1/13/2012
SAMNDCA10266384	SAMNDCA10266513	130	Jeeyeun Wamg	9/9/2009	"iPhone Human Interface Guidelines User Experience" by Apple. Contains guidelines to creation of the iPhone UI.	1/13/2012
SAMNDCA10266514	SAMNDCA10266543	30	Jeeyeun Wamg	No date	"Competitor Analysis Design & Layout", no author. Discusses the iPhone's theme.	1/13/2012
SAMNDCA10266544	SAMNDCA10266588	45	Jeeyeun Wamg	Jul-09	No title, no author. Mentions the iPhone's cut and paste feature.	1/13/2012
SAMNDCA10266589	SAMNDCA10266613	25	Jeeyeun Wamg	Jul-09	No title, no author. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10266614	SAMNDCA10266662	49	Jeeyeun Wamg	Jul-09	No title, no author. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10266663	SAMNDCA10266749	87	Jeeyeun Wamg	Jul-09	"One Plus One Equals Eleven", no author. Mentions the iPhone.	1/13/2012
SAMNDCA10266750	SAMNDCA10266814	65	Jeeyeun Wamg	No date	"Android Strength/Weakness Analysis" by Open OS S/W Group. Uses the iPhone for comparison.	1/13/2012
SAMNDCA10266815	SAMNDCA10266860	46	Jeeyeun Wamg	8/23/2009	"Competitor Company UX Analysis for Lismore UX Improvement" by SunHang UX Development Lab, GA Lab. Analyzes the UIs of Hero, Magic, iPhone, and Pantheon.	1/13/2012
SAMNDCA10266861	SAMNDCA10266885	25	Jeeyeun Wamg	No date	"Touch Wiz3.0 Samsung Android UX Strategy" by Design Group Android TF. Mentions the iPhone.	1/13/2012
SAMNDCA10266886	SAMNDCA10266910	25	Jeeyeun Wamg	No date	"Touch Wiz3.0 Samsung Android UX Strategy" by Design Group Android TF. Mentions the iPhone. Appears to be a near duplicate of SAMNDCA10266861.	1/13/2012
SAMNDCA10266911	SAMNDCA10266957	47	Jeeyeun Wamg	No date	"Samsung Android UX" by Design Group et al. Features the iPhone's home screen.	1/13/2012
SAMNDCA10266958	SAMNDCA10267009	52	Jeeyeun Wamg	No date	"TouchWiz 3.0" by UX Part / Design Group. Includes screenshots of the iPhone.	1/13/2012
SAMNDCA10267010	SAMNDCA10267060	51	Jeeyeun Wamg	3/5/2010	"Aries Usability Improvement Request Details" by Android TF. Compares Aries and Nexus One, addresses the problems of Aries, and mentions the iPhone's UI.	1/13/2012
SAMNDCA10267061	SAMNDCA10267083	23	Jeeyeun Wamg	2/25/2010	"Aries Usability Improvement Request Details" by Android TF. Mentions the iPhone's UI.	1/13/2012
SAMNDCA10267084	SAMNDCA10267091	8	Jeeyeun Wamg	No date	"Jupiter - Main SW Feature List and Priority" no author. Mentions the iPhone.	1/13/2012
SAMNDCA10267092	SAMNDCA10267111	20	Jeeyeun Wamg	9/13/2009	"Samsung Android Presentation Structure" by Android TF. Mentions the iPhone.	1/13/2012
SAMNDCA10267112	SAMNDCA10267142	31	Jeeyeun Wamg	9/4/2009	"Samsung Android UX" by Design Group et al. Mentions the iPhone.	1/13/2012
SAMNDCA10267304	SAMNDCA10267365	62	Jeeyeun Wamg	No date	"State Of The Art", no author. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10267366	SAMNDCA10267372	7	Jeeyeun Wamg	No date	No title, no author, no date. Indicating that iPhone 3G supports C-type text input, unlike before.	1/13/2012
SAMNDCA10267373	SAMNDCA10267468	96	Jeeyeun Wamg	7/16/2009	"Pantheon - Task Flows. Internet Browser", no author. Mentions iPhone's copy function.	1/13/2012
SAMNDCA10267469	SAMNDCA10267528	60	Jeeyeun Wamg	11/24/2009	"TouchWiz 3.0 Improvement - Depth comparative analysis", by Samsung Mobile UX Design. Includes a comparison of Touchwiz and the iPhone UIs.	1/13/2012
SAMNDCA10267529	SAMNDCA10267552	24	Jeeyeun Wamg	11/25/2009	"TouchWiz 3.0" by Design Group. Features screenshots of the iPhone.	1/13/2012

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SAMNDCA10267685	SAMNDCA10267712	28	Jeeyeun Wamg	1/6/2010	"Usability Evaluation Result Report GT-S5620 (Monte)" by Global CS Team Advanced Quality Group. Includes a comparison of Samsung Monte and the iPhone Uis.	1/13/2012
SAMNDCA10267713	SAMNDCA10267740	28	Jeeyeun Wamg	2/4/2010	"SLP Base Smartphone UI Development Collaboration Kick-off" by UX Solution Group, DMC R&D Center. Includes an analysis of the iPhone.	1/13/2012
SAMNDCA10267741	SAMNDCA10267748	8	Jeeyeun Wamg	Feb-10	"SLP UI Collaboration Task" by UX Design 1 Part. Mentions the iPhone.	1/13/2012
SAMNDCA10267751	SAMNDCA10267755	5	Jeeyeun Wamg	No date	No title, no author. Presentation document includes a screenshot of the iPhone home screen and icons in comparison to Lismore home screen and icons.	1/13/2012
SAMNDCA10267756	SAMNDCA10267759	4	Jeeyeun Wamg	No date	No title, no author. Presentation document includes a screenshot of the iPhone home screen and icons in comparison to Lismore home screen and icons. Appears to be a near duplicate of SAMNDCA10267751.	1/13/2012
SAMNDCA10267760	SAMNDCA10267762	3	Jeeyeun Wamg	No date	No title, no author. Presentation document includes a screenshot of the iPhone home screen and icons in comparison to 2 versions of Lismore home screen and icons.	1/13/2012
SAMNDCA10267763	SAMNDCA10267898	136	Jeeyeun Wamg	2/21/2010	"Lismore, i-Phone Comparison Evaluation Result" by Product Technology Team SW Verification Group. Includes a comparison of Lismore and the iPhone Uis.	1/13/2012
SAMNDCA10267931	SAMNDCA10267964	34	Jeeyeun Wamg	1/21/2010	"TouchWiz 3.0 UX Improvement Progress" by Design Group. It compares the before and after of TouchWiz 3.0 UX improvement. Mentions the iPhone.	1/13/2012
SAMNDCA10267965	SAMNDCA10268008	44	Jeeyeun Wamg	1/29/2010	"TouchWiz 3.0 UX Improvement Progress" by Design Group. Includes screenshots of the iPhone.	1/13/2012
SAMNDCA10268009	SAMNDCA10268044	36	Jeeyeun Wamg	1/29/2010	"TouchWiz 3.0 UX Improvement Progress" by Design Group. Includes screenshots of the iPhone.	1/13/2012
SAMNDCA10268045	SAMNDCA10268046	2	Jeeyeun Wamg	No date	No title, no author. Includes a screenshot of the iPhone Contacts, next to a screenshot of Android.	1/13/2012
SAMNDCA10268047	SAMNDCA10268071	25	Jeeyeun Wamg	No date	"Pantheon - eBook", no author. Mentions the iPad's UI as an example.	1/13/2012
SAMNDCA10268072	SAMNDCA10268096	25	Jeeyeun Wamg	No date	"Pantheon - eBook", no author. Mentions the iPad's UI as an example. Appears to be a near duplicate of SAMNDCA10268047.	1/13/2012
SAMNDCA10268097	SAMNDCA10268146	50	Jeeyeun Wamg	2010	"Usability Evaluation" by Samsung, 2010. Mentions the iPhone.	1/13/2012
SAMNDCA10268147	SAMNDCA10268166	20	Jeeyeun Wamg	No date	No title, no author. Including screenshots of the iPhone background images and screenshots of non-Samsung phone user interfaces.	1/13/2012
SAMNDCA10268167	SAMNDCA10268180	14	Jeeyeun Wamg	No date	No title, no author. Includes screenshots of the iPhone apps and images showing how to use iPhone apps.	1/13/2012
SAMNDCA10268181	SAMNDCA10268214	34	Jeeyeun Wamg	No date	"Applications Widget Possible", no author. Includes screenshots of the iPhone.	1/13/2012
SAMNDCA10268215	SAMNDCA10268257	43	Jeeyeun Wamg	2009	"TouchWiz 3.0 Youth" by UX Design Group, 2009. Includes a survey where the iPhone is mentioned.	1/13/2012
SAMNDCA10268258	SAMNDCA10268307	50	Jeeyeun Wamg	2009	"Youth UX" by UX Design Group, 2009. Includes a survey where the iPhone is mentioned. Appears to be a near duplicate of SAMNDCA10268215.	1/13/2012
SAMNDCA10268308	SAMNDCA10268311	4	Jeeyeun Wamg	No date	No title, no author. Mentions the iPhone. Appears to be a near duplicate of SAMNDCA10268312.	1/13/2012
SAMNDCA10268312	SAMNDCA10268315	4	Jeeyeun Wamg	No date	No title, no author. Mentions the iPhone. Appears to be a near duplicate of SAMNDCA10268308.	1/13/2012
SAMNDCA10268316	SAMNDCA10268358	43	Jeeyeun Wamg	2009	"TouchWiz 3.0 Youth" by UX Design Group, 2009. Includes a survey where the iPhone is mentioned. Appears to be a near duplicate of SAMNDCA10268215.	1/13/2012
SAMNDCA10268359	SAMNDCA10268408	50	Jeeyeun Wamg	2009	"Youth UX" by UX Design Group, 2009. Includes a survey where the iPhone is mentioned. Appears to be a near duplicate of SAMNDCA10268258.	1/13/2012
SAMNDCA10268409	SAMNDCA10268421	13	Jeeyeun Wamg	Feb-09	"Mobile Youth" by unknown author. This document reports on insights into youth mobile use and mentions Apple and iPhone.	1/13/2012
SAMNDCA10268459	SAMNDCA10268492	34	Jeeyeun Wamg	No date	"MOTOBLUR" by Samsung. A presentation that mentions iPhone.	1/13/2012

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SAMNDCA10268493	SAMNDCA10268501	9	Jeeyeun Wamg	No date	"TW 3.0 Phonebook UI Modified Items" by Samsung Mobile UX Design. A presentation that mentions iPhone contacts and iPhone Yahoo oneConnect as a reference.	1/13/2012
SAMNDCA10268502	SAMNDCA10268597	96	Jeeyeun Wamg	No date	"Life Story Telling Research", no author. Mentions iPhone in 'Competitors' analysis' section and Apple in 'Competitors' analysis > PC applications' section.	1/13/2012
SAMNDCA10268598	SAMNDCA10268638	41	Jeeyeun Wamg	2009	"TouchWiz 3.0 Youth" by Samsung. A presentation in which iPhone is mentioned in 1st interview results.	1/13/2012
SAMNDCA10268639	SAMNDCA10268683	45	Jeeyeun Wamg	12/10/2009	"Youth User Interview" by Youth TF. A presentation in which iPhone is mentioned in 1st interview results.	1/13/2012
SAMNDCA10268684	SAMNDCA10268728	45	Jeeyeun Wamg	2010	"TouchWiz 3.0 Youth" by Samsung. A presentation in which iPhone is mentioned in 1st interview results.	1/13/2012
SAMNDCA10268729	SAMNDCA10268773	45	Jeeyeun Wamg	2010	"TouchWiz 3.0 Youth" by Samsung. A presentation in which iPhone is mentioned in 1st interview results. Possible dupe of SAMNDCA10268684	1/13/2012
SAMNDCA10268774	SAMNDCA10268815	42	Jeeyeun Wamg	2009	"TouchWiz 3.0 Youth" by Samsung. A presentation in which iPhone is mentioned in 1st interview results.	1/13/2012
SAMNDCA10268816	SAMNDCA10268858	43	Jeeyeun Wamg	2009	"TouchWiz 3.0 Youth" by Youth TF at UX Design Group at Samsung. A presentation in which iPhone is mentioned in 1st interview results.	1/13/2012
SAMNDCA10268859	SAMNDCA10268902	44	Jeeyeun Wamg	2010	"TouchWiz 3.0 Youth" by Youth TF at UX Design Group at Samsung. A presentation in which iPhone is mentioned in 1st interview results.	1/13/2012
SAMNDCA10268903	SAMNDCA10269053	151	Jeeyeun Wamg	8/19/2009	"Mobile for Youth TF 4 team: Cross Imaging Experience" by 2429 Young Professional Imaging Sharing Mobile Device, a presentation mentioning iPhone, iPhone3GS and Apple.	1/13/2012
SAMNDCA10269054	SAMNDCA10269063	10	Jeeyeun Wamg	Dec-09	"Chicago   Social Media Tribe" by gravitytank collaborating with samsung, research presentation. Includes comments regarding iPhone by iPhone users.	1/13/2012
SAMNDCA10269064	SAMNDCA10269076	13	Jeeyeun Wamg	12/10/2009	"Youth User Interview" by Youth TF, a presentation mentioning iPhone.	1/13/2012
SAMNDCA10269077	SAMNDCA10269097	21	Jeeyeun Wamg	No date	"Youth User Interview" by Youth TF, a presentation mentioning iPhone. Appears to be a near duplicate of SAMNDCA10269064. This version includes result summary.	1/13/2012
SAMNDCA10269098	SAMNDCA10269142	45	Jeeyeun Wamg	No date	"Youth User Interview" by Youth TF. A presentation in which iPhone is mentioned in 1st interview results. Appears to be a near duplicate of SAMNDCA10268639.	1/13/2012
SAMNDCA10269143	SAMNDCA10269155	13	Jeeyeun Wamg	No date	"Youth User Interview" by Youth TF, a presentation mentioning iPhone. Appears to be a near duplicate of SAMNDCA10269077.	1/13/2012
SAMNDCA10269156	SAMNDCA10269185	30	Jeeyeun Wamg	9/21/2009	"Desk Research: Youth" by DS cell, a presentation mentioning Apple and iPhone.	1/13/2012
SAMNDCA10269186	SAMNDCA10269269	84	Jeeyeun Wamg	Aug-09	"Qualitative Research Reports: Domestic Design Preference Research Report" by WISE   INSIGHT, a presentation mentioning Apple, iPhone and iPod Touch.	1/13/2012
SAMNDCA10269274	SAMNDCA10269280	7	Jeeyeun Wamg	5/13/2010	"Samsung Mobility 2012: Field Research Summary" by IDEO, a presentation mentioning Apple, iPhone, iPad in usages and user comments.	1/13/2012
SAMNDCA10269281	SAMNDCA10269288	8	Jeeyeun Wamg	No date	"iPhone Users Show Deep Loyalty, Samsung touch feedback" by illegible author, illegible date. A report including user expressions of love and awe for the iPhone, Samsung touch feedback, and recommendations.	1/13/2012
SAMNDCA10269289	SAMNDCA10269341	53	Jeeyeun Wamg	7/31/2010	"Analysis of Competitive Trends 2010 - Q2: Based on Competitive Analyses of Nokia, Apple and Google" by Samsung Telecom Research Israel, a presentation including trend, prediction and analysis of Apple products and iPhone 4.	1/13/2012

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SAMNDCA10269342	SAMNDCA10269352	11	Jeeyeun Wang	No date	"Digieco Reports: Apple's Innovation and Success Based on Experiential Economy" by Seung-Hwan Lee, Seung-Koo Heo and Yeun-Ju Kim at KT Economic Administration Research Center, undated. Analyzes Apple's success and discusses lessons learned and strategies.	1/13/2012
SAMNDCA10269353	SAMNDCA10269387	35	Jeeyeun Wang	No date	"Samsung UX Lovemarks for Smart phones: the future beyond brands. Lovemarks." by future design lab, undated. Compares iPhone and Samsung products.	1/13/2012
SAMNDCA10269406	SAMNDCA10269421	16	Jeeyeun Wang	No date	"Sensory Cues" by unknown author, undated. Mentions iPhone.	1/13/2012
SAMNDCA10269422	SAMNDCA10269429	8	Jeeyeun Wang	2/3/2010	"TW 3.0: Feedback for Hard key Operation Rule" by Samsung Design America, a presentation mentioning iPhone.	1/13/2012
SAMNDCA10269446	SAMNDCA10269545	100	Jeeyeun Wang	3/24/2010	"Amethyst, iPhone Usability Test Results" by S/W Verification Group. Comparative analysis of Samsung Amethyst and Apple iPhone.	1/13/2012
SAMNDCA10269546	SAMNDCA10269642	97	Jeeyeun Wang	No date	"Amethyst, iPhone Usability Test Results" by S/W Verification Group. Comparative analysis of Samsung Amethyst and Apple iPhone. Appears to be a near duplicate of SAMNDCA10269446.	1/13/2012
SAMNDCA10269643	SAMNDCA10269700	58	Jeeyeun Wang	9/30/2010	"Next Generation Icons Preference Survey Results" by Design Strategy Part (wireless) at Samsung, a presentation. Apple iPhone is one of the 5 survey models.	1/13/2012
SAMNDCA10269701	SAMNDCA10269705	5	Jeeyeun Wang	No date	No title, no author, undated. This is a spreadsheet of a survey. iPhone OS4, iPhone 3GS, iPhone, iPhone 3g mentioned.	1/13/2012
SAMNDCA10269706	SAMNDCA10269719	14	Jeeyeun Wang	No date	No title, no author, undated. This is a spreadsheet of a survey about icons and screens. One comment states that looking at the icon's layout, iphone comes to mind.	1/13/2012
SAMNDCA10269722	SAMNDCA10269739	18	Jeeyeun Wang	3/2/2010	"Analysis of iPhone customers' application usage and inclinations" by kt Economy Management Research Center. Survey of iPhone application possession, usage and inclinations.	1/13/2012
SAMNDCA10269749	SAMNDCA10269768	20	Jeeyeun Wang	9/27/2010	"GALAXY Tab User Demo Articles Collected" by Marketing Group. Mentions iPad.	1/13/2012
SAMNDCA10269769	SAMNDCA10269781	13	Jeeyeun Wang	No date	"Changes and opportunities brought on by smart commerce, REAL (Relation, Each, Always, Location) shopping" by Seung-Woo Lee, Sun-Mi Lee, Jeong-Eun Oh, kt Economy Management Research Center, undated. Mentions Apple, iPhone, iPod Touch, and iPhone.	1/13/2012
SAMNDCA10269782	SAMNDCA10269795	14	Jeeyeun Wang	10/8/2010	"Mobile Industry Hotspot" by NBI Part at Product Planning Group. Mentions Apple products including iPhone 4 and iPad.	1/13/2012
SAMNDCA10269796	SAMNDCA10269811	16	Jeeyeun Wang	June-10	"Mobile Industry Hotspot" by NBI Part at Product Planning Group. Mentions Apple products including iPhone 4, iPhone 3GS, iPad.	1/13/2012
SAMNDCA10269812	SAMNDCA10269917	106	Jeeyeun Wang	6/18/2008	"Proceedings of the International Workshop on Meaning Measures: Valid Useful User Experience Measurement (VUUM)" by Effie L-C. Law, Nigle Bevan, Georgios Christou, Mark Springett, Marta Larusdottir. Mentions iPhone.	1/13/2012
SAMNDCA10269918	SAMNDCA10269932	15	Jeeyeun Wang	No date	"Idle Clock   GUI lab" illegible author, illegible date. Mentions iPhone as one of three competitors.	1/13/2012
SAMNDCA10270050	SAMNDCA10270100	51	Jeeyeun Wang	No date	"Samsung Youth Mobile Phones" by Robert Murdock, Tavish MacLellan, illegible date. Mentions iPhone.	1/13/2012
SAMNDCA10270108	SAMNDCA10270166	59	Jeeyeun Wang	No date	"Particular Advantages of Samsung Omnia over the Competitors (H, A)" by unknown author, undated. Comparatively analyzes HTC Diamond, iPhone 3G, and Samsung Omnia.	1/13/2012
SAMNDCA10270167	SAMNDCA10270180	14	Jeeyeun Wang	7/11/2008	"iPhone 3G Analysis: H/W" by Mobile Communication Division at Samsung, a presentation. Comparatively analyzes iPhone 3G with existing iPhone.	1/13/2012
SAMNDCA10270181	SAMNDCA10270208	28	Jeeyeun Wang	7/12/2008	"iPhone 3G UX Analysis" by UX Part / TN Design Group, a presentation including analysis of iPhone 3G UI, new user experience in service, comparison of TouchWiz and iPhone UI, and comparison of iPhone, iPhone 3G and Omnia.	1/13/2012

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SAMNDCA10270548	SAMNDCA10270689	142	Jeeyeun Wamg	8/14/2008	"Global UX: Phonebook UI ver. 0.9" by Mobile User Interface Team at Samsung, a presentation mentioning iPhone.	1/13/2012
SAMNDCA10270900	SAMNDCA10270922	23	Jeeyeun Wamg	No date	"Global UX: Phonebook UI ver. 0.9" by Mobile User Interface Team at Samsung, a presentation mentioning iPhone. Near duplicate of SAMNDCA10270548 but many portions of this document are illegible.	1/13/2012
SAMNDCA10270942	SAMNDCA10270954	13	Jeeyeun Wamg	No date	"Key user benefits for 4 categories" by unknown author, undated. Mentions the iPhone.	1/13/2012
SAMNDCA10271016	SAMNDCA10271062	47	Jeeyeun Wamg	No date	"Samsung Android UX" by Samsung Android TF at Design Group, undated. Mentions iPhone.	1/13/2012
SAMNDCA10271063	SAMNDCA10271092	30	Jeeyeun Wamg	No date	"Desk Research: Youth" by DS cell, a presentation mentioning Apple and iPhone. Appears to be a near duplicate of SAMNDCA10269156	1/13/2012
SAMNDCA10271093	SAMNDCA10271126	34	Jeeyeun Wamg	11/20/2009	"Omnia II vs. iPhone 3GS" by Windows Mobile Lab at Samsung. Comparatively analyzes Omnia II and iPhone 3GS.	1/13/2012
SAMNDCA10271143	SAMNDCA10271158	16	Jeeyeun Wamg	No date	"desk research: Youth" by Samsung, undated. Mentions Apple.	1/13/2012
SAMNDCA10271159	SAMNDCA10271177	19	Jeeyeun Wamg	No date	"Samsung TN GUI Framework: Executive Summary" by unknown author, undated. Mentions iPhone and iPad.	1/13/2012
SAMNDCA10271178	SAMNDCA10271232	55	Jeeyeun Wamg	9/17/2010	"Samsung UX Lovemarks" by gotomedia. Uses Apple and the iPhone as an example.	1/13/2012
SAMNDCA10271233	SAMNDCA10271249	17	Jeeyeun Wamg	No date	"The C: UI Scenario" by unknown author. Mentions that the iPad helped popularize the tablet market.	1/13/2012
SAMNDCA10271250	SAMNDCA10271320	71	Jeeyeun Wamg	6/23/2010	"Samsung Lovemark Mobile & Web Research: Lovemarks" by gotomedia. Uses Apple and the iPhone as an example.	1/13/2012
SAMNDCA10271323	SAMNDCA10271326	4	Jeeyeun Wamg	2/8/2010	"Product Sheet - Approval Notice: 2011 NA GUI Archetype" by Mi Young Kim, an E-mail mentioning the iPhone.	1/13/2012
SAMNDCA10271327	SAMNDCA10271410	84	Jeeyeun Wamg	7/2/2010	"Samsung Lovemarks Contextual / Field Research" by Samsung. Includes customer surveys where the iPhone is mentioned.	1/13/2012
SAMNDCA10271411	SAMNDCA10271423	13	Jeeyeun Wamg	No date	Untitled, no author. A spreadsheet mentioning the iPad.	1/13/2012
SAMNDCA10271424	SAMNDCA10271497	74	Jeeyeun Wamg	Dec-07	"Mobile UX Roadmap [2009-2010]: Product & UX Concept Brief" by Yonju Lee at UDS Group at Platform Research. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10271498	SAMNDCA10271521	24	Jeeyeun Wamg	No date	"Mobile UX Roadmap [2009-2010]: Technology & Industry Issues" by Yonju Lee at UDS Group at Platform Research. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10271522	SAMNDCA10271594	73	Jeeyeun Wamg	No date	"Appendix" by unknown author. This presentation discusses Samsung Wave and mentions the iPhone.	1/13/2012
SAMNDCA10271595	SAMNDCA10271743	149	Jeeyeun Wamg	No date	"Appendix" by unknown author. This presentation discusses the iPhone.	1/13/2012
SAMNDCA10271744	SAMNDCA10271793	50	Jeeyeun Wamg	No date	Untitled, no author. A spreadsheet that mentions the iPhone.	1/13/2012
SAMNDCA10271794	SAMNDCA10271836	43	Jeeyeun Wamg	No date	"UI Technology review schedule" by unknown author. Mentions the iPod and the iPhone.	1/13/2012
SAMNDCA10271837	SAMNDCA10271905	69	Jeeyeun Wamg	3/14/2008	Illegible title, by UX Design Part at Mobile Design Group at Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10271906	SAMNDCA10271931	26	Jeeyeun Wamg	2008	Untitled presentation, by GUI Studio at Samsung Wireless Design Ux Part. Mentions the iPhone.	1/13/2012
SAMNDCA10271932	SAMNDCA10271959	28	Jeeyeun Wamg	2008	Untitled presentation, by GUI Studio at Samsung Wireless Design Ux Part. Mentions the iPhone.	1/13/2012
SAMNDCA10271960	SAMNDCA10271976	17	Jeeyeun Wamg	2008	Untitled presentation, by GUI Studio at Samsung Wireless Design Ux Part. Mentions the iPhone.	1/13/2012
SAMNDCA10271977	SAMNDCA10272002	26	Jeeyeun Wamg	2008	"2008, 2009 ~ GUI Studio Performance Report and Plans" by GUI Studio at Samsung Wireless Design UX Part. Mentions the iPhone.	1/13/2012
SAMNDCA10272003	SAMNDCA10272032	30	Jeeyeun Wamg	No date	"2009 GUI Archetype: Summary" by unknown author. Mentions the iPhone.	1/13/2012
SAMNDCA10272033	SAMNDCA10272067	35	Jeeyeun Wamg	No date	"2009 GUI Archetype: Summary" by unknown author. Mentions the iPhone.	1/13/2012
SAMNDCA10272068	SAMNDCA10272102	35	Jeeyeun Wamg	No date	"2009 GUI Archetype: Summary" by unknown author. Mentions the iPhone. Possible dupe of SAMNDCA10272033.	1/13/2012

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SAMNDCA10272103	SAMNDCA10272185	83	Jeeyeun Wamg	5/25/2009	"GUI themes survey: 1:1 interview @ system concepts" by Polly Shelton & Katherine Lee at System Concepts at Samsung Design Europe, May 25-28, 2009. A presentation mentioning the iPhone.	1/13/2012
SAMNDCA10272186	SAMNDCA10272225	40	Jeeyeun Wamg	4/2/2009	"2009 GUI Archetype: 1:1 Interview @SEF" by Sunny Yang & Diana Ng at Samsung Design Europe, April 2-3, 2009. A presentation mentioning the iPhone.	1/13/2012
SAMNDCA10272226	SAMNDCA10272336	111	Jeeyeun Wamg	5/18/2009	"Final Report: North American GUI Archetype Study" by Gist Design. Mentions the iPhone.	1/13/2012
SAMNDCA10272337	SAMNDCA10272387	51	Jeeyeun Wamg	No date	"GUI Design Principle: Color Usage Guide" by GUI Studio at Samsung Wireless Design UX Part. Features screenshots of the iPhone.	1/13/2012
SAMNDCA10272388	SAMNDCA10272407	20	Jeeyeun Wamg	No date	"Main menu" by illegible author. Mentions the iPhone.	1/13/2012
SAMNDCA10272408	SAMNDCA10272408	1	Jeeyeun Wamg	2/20/2008	Presentation document is illegible. However, viewed in "text view", document is entitled "Apple iPhone/Application Map". Analyzes iPhone (v2.0), its settings, and features.	1/13/2012
SAMNDCA10272409	SAMNDCA10272418	10	Jeeyeun Wamg	9/16/2008	"Next Interaction" by GUI Studio at Wireless Design UX Part. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10272419	SAMNDCA10272426	8	Jeeyeun Wamg	11/12/2010	"2010 Normal Archetype GUI Project" by unknown author. Mentions Apple OS and the iPhone.	1/13/2012
SAMNDCA10272443	SAMNDCA10272491	49	Jeeyeun Wamg	No date	"Mobile UX for Mobile 2.0: UX for ever complicating mobile environments" by Donghoon Chang at Samsung, Vice President, Head of Mobile UX. A presentation mentioning the iPhone and using the Apple iPod brand as an example.	1/13/2012
SAMNDCA10272492	SAMNDCA10272543	52	Jeeyeun Wamg	No date	"Mobile UX for Mobile 2.0: UX for ever complicating mobile environments" by Donghoon Chang at Samsung, Vice President, Head of Mobile UX. A presentation mentioning the iPhone and using the Apple iPod brand as an example.	1/13/2012
SAMNDCA10272544	SAMNDCA10272588	45	Jeeyeun Wamg	No date	"Mobile UX for Mobile 2.0: UX for ever complicating mobile environments" by Donghoon Chang at Samsung, Vice President, Head of Mobile UX. A presentation mentioning the iPhone.	1/13/2012
SAMNDCA10272589	SAMNDCA10272623	35	Jeeyeun Wamg	No date	"UX for Mobile 2.0" by Donghoon Chang at Samsung, Vice President, Head of Mobile UX. Mentions the iPhone.	1/13/2012
SAMNDCA10272624	SAMNDCA10272658	35	Jeeyeun Wamg	No date	"UX for Mobile 2.0" by Donghoon Chang at Samsung, Vice President, Head of Mobile UX. Mentions the iPhone. Possible dupe of SAMNDCA10272589.	1/13/2012
SAMNDCA10272659	SAMNDCA10272722	64	Jeeyeun Wamg	No date	"Samsung Mobile UX" by illegible author. Mentions the iPhone.	1/13/2012
SAMNDCA10272723	SAMNDCA10272775	53	Jeeyeun Wamg	No date	"Samsung Mobile UX" by illegible author. Mentions the iPhone.	1/13/2012
SAMNDCA10272776	SAMNDCA10272826	51	Jeeyeun Wamg	No date	"Creating an Emotional Journey" by Donghoon Chang, Vice President, User Experience Group, Samsung. A presentation mentioning Apple, the iPod, and the iPhone.	1/13/2012
SAMNDCA10272827	SAMNDCA10272877	51	Jeeyeun Wamg	No date	"Creating an Emotional Journey" by Donghoon Chang, Vice President, User Experience Group, Samsung. A presentation mentioning Apple, the iPod, and the iPhone. Possible dupe of SAMNDCA10272776.	1/13/2012
SAMNDCA10272878	SAMNDCA10272914	37	Jeeyeun Wamg	No date	"Things that the world had yet to hear of in 1998" by unknown author. Mentions Apple, the iPod and the iPhone.	1/13/2012
SAMNDCA10272915	SAMNDCA10273072	158	Jeeyeun Wamg	7/23/2008	"Focus groups with females: final presentation. Yearly Outsourcing Contract #6" by Katherine Lee, Catherine Cooper at Samsung Design Europe. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10273073	SAMNDCA10273096	24	Jeeyeun Wamg	No date	"2009 Archetype Design Suggestion" by Mobile Design Group / Strategy MI Part. Mentions the iPhone.	1/13/2012

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SAMNDCA10273097	SAMNDCA10273137	41	Jeeyeun Wamg	No date	"01 Style: State of the art Style & brand Stylish basic" by Samsung. Mentions the iPhone, the iPod, and the MacBook.	1/13/2012
SAMNDCA10273138	SAMNDCA10273164	27	Jeeyeun Wamg	No date	"02 Infotainment: Feature maximizers Rich media" by Samsung. Mentions the iPhone and the MacBook.	1/13/2012
SAMNDCA10273165	SAMNDCA10273208	44	Jeeyeun Wamg	2008	"2008 European GUI: Competitor Analysis. Competitor's GUI Strategies. Samsung GUI Recommendations." by Tanya Anderson & Diana Ng. A presentation including a description of Apple GUI strategy and screenshots of the iPhone and the iPod.	1/13/2012
SAMNDCA10273209	SAMNDCA10273238	30	Jeeyeun Wamg	No date	"Idle Screen: Competitor Analysis: Design & Layout. 2009 GUI Framework" by illegible authors. Describes the iPhone and analyzes its idle screen layout.	1/13/2012
SAMNDCA10273239	SAMNDCA10273285	47	Jeeyeun Wamg	No date	"Secondary Iconography & List Screens: Competitor Analysis: Design & Layout. 2009 GUI Framework" by illegible authors. Describes the iPhone and analyzes its secondary icons and list screen layout.	1/13/2012
SAMNDCA10273286	SAMNDCA10273332	47	Jeeyeun Wamg	No date	"Main menu Layout and Iconography: Competitor Analysis: Design & Layout. 2009 GUI Framework" by illegible authors. Describes the iPhone and analyzes its main menu layout and main menu icons.	1/13/2012
SAMNDCA10273333	SAMNDCA10273362	30	Jeeyeun Wamg	No date	"Competitor Analysis: Design & Layout. 2009 GUI Framework" by illegible authors. Describes the iPhone and analyzes its dialing screen layout.	1/13/2012
SAMNDCA10273363	SAMNDCA10273392	30	Jeeyeun Wamg	No date	"Notification: Competitor Analysis: Design & Layout. 2009 GUI Framework" by illegible authors. Describes the iPhone and analyzes its notification layout.	1/13/2012
SAMNDCA10273393	SAMNDCA10273422	30	Jeeyeun Wamg	No date	"Music Player: Competitor Analysis: Design & Layout. 2009 GUI Framework" by illegible authors. Describes the iPhone and analyzes its music player layout.	1/13/2012
SAMNDCA10273423	SAMNDCA10273452	30	Jeeyeun Wamg	No date	"Themes: Competitor Analysis: Design & Layout. 2009 GUI Framework" by illegible authors. Describes the iPhone and analyzes its themes.	1/13/2012
SAMNDCA10273453	SAMNDCA10273482	30	Jeeyeun Wamg	No date	"Typography: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible, Date illegible. Discusses the iPhone.	1/13/2012
SAMNDCA10273483	SAMNDCA10273535	53	Jeeyeun Wamg	No date	"Summaries: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the GUI of various phones including the Apple iPhone.	1/13/2012
SAMNDCA10273536	SAMNDCA10273633	98	Jeeyeun Wamg	No date	"Competitor Analysis: GUI Benchmarking. 2009 GUI Framework." Author illegible. This presentation analyzes the GUI of various phones, including the Apple iPhone.	1/13/2012
SAMNDCA10273634	SAMNDCA10273696	63	Jeeyeun Wamg	No date	"Competitor Analysis: Manufacturers GUI Strategies. 2009 GUI Framework." Author illegible. This presentation analyzes the GUI of various phones, including the Apple iPhone.	1/13/2012
SAMNDCA10273697	SAMNDCA10273775	79	Jeeyeun Wamg	No date	"Competitor Analysis: Final Presentation. 2009 GUI Framework." Author illegible. This presentation analyzes the GUI of various phones, including the Apple iPhone.	1/13/2012
SAMNDCA10273776	SAMNDCA10273823	48	Jeeyeun Wamg	8/11/2008	"2010 Circular Design: Segmental Usage Theme." By UX Part Strategy Research. This presentation discusses segmentation user research done on usage themes and mentions the iPhone's button.	1/13/2012
SAMNDCA10273824	SAMNDCA10273876	53	Jeeyeun Wamg	8/11/2008	"2010 Circular Design: Segmental Usage Theme." By UX Part Strategy Research. This presentation discusses segmentation user research done on usage themes and mentions the iPhone's button. Appears to be a near duplicate of SAMNDCA10273776 with additional slides.	1/13/2012

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SAMNDCA10273877	SAMNDCA10273894	18	Jeeyeun Wang	No date	"GUI Studio." By Samsung. This presentation reviews competitors GUIs, compares TouchWiz vs. iPhone UI, and compares the features of iPhone, iPhone 3G, and Omnia.	1/13/2012
SAMNDCA10273895	SAMNDCA10273925	31	Jeeyeun Wang	4/25/2008	"09 U.S. Smartphone Archetype Design Requests." By Product Planning Group, North America Part. This presentation discusses the smartphone market forecast and review in the U.S., including the iPhone's sales.	1/13/2012
SAMNDCA10273926	SAMNDCA10273942	17	Jeeyeun Wang	4/21/2008	"Mobile Phone Usage Interviews Topline Report." By Creative Consumer Research (CCR Houston). This document analyzes the mobile telephone user market based on various segments of users; mentions iPhone's features and users' opinions about the iPhone.	1/13/2012
SAMNDCA10273943	SAMNDCA10274010	68	Jeeyeun Wang	8/1/2008	"Business & Messaging Users Qualitative Research Results." By Mobile Design Group Strategy MI. This presentation outlines the findings of a research project re: how users use their mobile telephones and mentions users' opinions about the iPhone.	1/13/2012
SAMNDCA10274011	SAMNDCA10274069	59	Jeeyeun Wang	3/24/2008	"U.S. Smartphone (Open OS) & Featured Messaging Phone (Normal OS) Product Strategy." By Product Planning Group, North America Part. This presentation analyzes U.S. smartphone competitors, including the iPhone, and discusses the winning strategy for Samsung.	1/13/2012
SAMNDCA10274070	SAMNDCA10274086	17	Jeeyeun Wang	No date	"Worldwide Smart Mobile Devices Q1 2008, Quarterly Market Overview." By Canalsys.com. Discusses how Apple's market share for smartphone increased.	1/13/2012
SAMNDCA10274087	SAMNDCA10274132	46	Jeeyeun Wang	6/14/2008	"Samsung Mobile Phone UX Guide: MagicWheel Touch, Basic Interaction." By Samsung. Mentions iPhone's full screen in player.	1/13/2012
SAMNDCA10274133	SAMNDCA10274168	36	Jeeyeun Wang	6/14/2008	"Samsung Mobile Phone UX Guide: MagicWheel Touch, Basic Interaction." By Samsung. Mentions iPhone's full screen in player. Appears to be a near duplicate of SAMNDCA10274087 with fewer slides.	1/13/2012
SAMNDCA10274169	SAMNDCA10274214	46	Jeeyeun Wang	No date	"Acme & All-in-one Family." By Samsung and Gravity Tank. This presentation discusses marketing Acme and users' opinion about the iPhone.	1/13/2012
SAMNDCA10274215	SAMNDCA10274250	36	Jeeyeun Wang	4/30/2008	"GSM for Europe: NTouch Browser UI." By Samsung. This presentation discusses the NTouch browser and mentions iPhone's zooming by double-tap function.	1/13/2012
SAMNDCA10274251	SAMNDCA10274334	84	Jeeyeun Wang	7/18/2008	"Unicon: TouchWiz Basic Interaction." By Samsung. This presentation discusses what TouchWiz is and how it works; mentions iPhone's full screen in player.	1/13/2012
SAMNDCA10274335	SAMNDCA10274357	23	Jeeyeun Wang	7/31/2008	"UI Guideline: A TF Basic Interaction." By Samsung. Mentions iPhone's full screen in player.	1/13/2012
SAMNDCA10274358	SAMNDCA10274371	14	Jeeyeun Wang	7/11/2008	"iPhone 3G Analysis: H/W." By Samsung. This presentation analyzes the iPhone 3G's H/W.	1/13/2012
SAMNDCA10274372	SAMNDCA10274391	20	Jeeyeun Wang	7/28/2008	"3G Touchscreen Phone Review - Samsung Instinct, Apple iPhone 3G, LG Dare." By Global VOC Part. This presentation compares and contrasts Samsung, Apple iPhone 3G, and LG's phones.	1/13/2012
SAMNDCA10274392	SAMNDCA10274401	10	Jeeyeun Wang	No date	"sd:a, Executive Summary." By Samsung. This presentation analyzes the iPhone 2G and 3G's features, including market research.	1/13/2012
SAMNDCA10274402	SAMNDCA10274429	28	Jeeyeun Wang	7/12/2008	"iPhone 3G UX Analysis." By Samsung. This presentation analyzes iPhone 3G's UI, including features such as email, iTunes, keyboard, etc.	1/13/2012
SAMNDCA10274430	SAMNDCA10274432	3	Jeeyeun Wang	7/14/2008	"Analysis of the Market Response to 3G iPhone's Launch." By SDA. This presentation details the unit sales of the iPhone 3G.	1/13/2012
SAMNDCA10274433	SAMNDCA10274440	8	Jeeyeun Wang	7/11/2008	"iPhone 2.0 (3G) Launch and Market Response." By SDA. This presentation discusses the market response to the iPhone 3G and analyzes the hardware, design, and main features of the phone.	1/13/2012

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SAMNDCA10274441	SAMNDCA10274487	47	Jeeyeun Wamg	No date	"Main Menu Layout and Iconography: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the main menu feature of competitors' phones, including the Apple iPhone.	1/13/2012
SAMNDCA10274490	SAMNDCA10274528	39	Jeeyeun Wamg	1/7/2008	"GSM Generic Product Line-up." By EMEA Product Planning. This presentation lays out phone models based on various consumer style categories; Mentions the iPhone as a competitor in the "Rich Media" category.	1/13/2012
SAMNDCA10274529	SAMNDCA10274593	65	Jeeyeun Wamg	No date	"2008 Portfolio Plan: Based on New Segmentation." Author illegible. This presentation discusses 6 product categories and 15 customer segments; Mentions the iPhone as a competitor in the "Rich Media" category.	1/13/2012
SAMNDCA10274594	SAMNDCA10274634	41	Jeeyeun Wamg	4/25/2008	"Global GSM Product Roadmap." By Product Planning Group. This presentation lays out phone models based on various consumer style categories; Mentions the iPhone as a competitor in the Infotainment "Rich Media" category.	1/13/2012
SAMNDCA10274635	SAMNDCA10274695	61	Jeeyeun Wamg	12/11/2007	"HHP EU Customer Segmentation 2007, Final Recommendation." By Lippincott. This presentation discusses research on customer segmentation; Mentions the iPhone as a sample phone that fits the Style and State-of-the-art customer segment.	1/13/2012
SAMNDCA10274696	SAMNDCA10274750	55	Jeeyeun Wamg	12/11/2007	"HHP EU Customer Segmentation 2007, Final Recommendation." By Lippincott. This presentation discusses research on customer segmentation; Mentions the iPhone as a sample phone that fits the Style and State-of-the-art customer segment. Appears to be a near duplicate of SAMNDCA10274635 with fewer slides.	1/13/2012
SAMNDCA10274751	SAMNDCA10274909	159	Jeeyeun Wamg	No date	"Moriah." Author unknown. This presentation discusses establishing a market leading UX identity; Mentions the iPhone's features, including the phone and favorites.	1/13/2012
SAMNDCA10274910	SAMNDCA10274939	30	Jeeyeun Wamg	No date	"Idle Screen: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the idle screen layout of competitors' phones, including the iPhone. Possible duplicate of AMNDCA10273209.	1/13/2012
SAMNDCA10274940	SAMNDCA10274986	47	Jeeyeun Wamg	No date	"Secondary Iconograph & List Screens: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the secondary icons of competitors' phones, including the iPhone.	1/13/2012
SAMNDCA10274987	SAMNDCA10275033	47	Jeeyeun Wamg	No date	"Main Menu Layout and Iconography: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. Date illegible. This presentation analyzes the main menu layout and iconography of competitors phones, including the iPhone.	1/13/2012
SAMNDCA10275034	SAMNDCA10275063	30	Jeeyeun Wamg	No date	"Dialing Screen: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the dialing screen layout of competitors' phones, including the iPhone.	1/13/2012
SAMNDCA10275064	SAMNDCA10275093	30	Jeeyeun Wamg	No date	"Notification: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the notification layout of competitors' phones, including the iPhone.	1/13/2012
SAMNDCA10275094	SAMNDCA10275123	30	Jeeyeun Wamg	No date	"Music Player: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the music player layout of competitors' phones, including the iPhone.	1/13/2012
SAMNDCA10275124	SAMNDCA10275153	30	Jeeyeun Wamg	No date	"Themes: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the themes of competitors' phones, including the iPhone.	1/13/2012

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SAMNDCA10275154	SAMNDCA10275183	30	Jeeyun Wamg	No date	" <b>Typography: Competitor Analysis, Design &amp; Layout. 2009 GUI Framework.</b> " Author illegible. This presentation analyzes the typography of competitors' phones, including the iPhone.	1/13/2012
SAMNDCA10275184	SAMNDCA10275236	53	Jeeyun Wamg	No date	" <b>Summaries: Competitor Analysis, Design &amp; Layout. 2009 GUI Framework.</b> " Author illegible. This presentation summarizes the GUI features of competitors' phones, including the iPhone.	1/13/2012
SAMNDCA10275237	SAMNDCA10275334	98	Jeeyun Wamg	No date	" <b>Competitor Analysis: GUI Benchmarking. 2009 GUI Framework.</b> " Author illegible. This presentation analyzes the GUI of some features (music, browser, camera) of competitors' phones, including the iPhone.	1/13/2012
SAMNDCA10275335	SAMNDCA10275349	15	Jeeyun Wamg	No date	" <b>Idle Clock, GUI Lab.</b> " By GUI Lab. This presentation discusses the possibility of developing flash animated wallpaper clocks; Mentions the Apple iPhone as a competitor.	1/13/2012
SAMNDCA10275350	SAMNDCA10275408	59	Jeeyun Wamg	3/24/2008	" <b>U.S. Smartphone (Open OS) &amp; Featured Messaging Phone (Normal OS) Product Strategy.</b> " By Product Planning Group, North America Part. This presentation analyzes U.S. smartphone competitors and discusses the winning strategy for Samsung. Discusses AT&T's strategic partnership with Apple and Apple's market share.	1/13/2012
SAMNDCA10275409	SAMNDCA10275444	36	Jeeyun Wamg	11/12/2008	" <b>12Nov08, 2010 Normal Archetype Kickoff.</b> " By iconmobile UK limited. This presentation discusses developing an animated user interface; mentions how the iPhone defines ease of use on a touch-screen device.	1/13/2012
SAMNDCA10275445	SAMNDCA10275562	118	Jeeyun Wamg	7/31/2008	" <b>2010 Directions Presentation.</b> By Plan. Lists the Apple iPhone as a simple yet serious device.	1/13/2012
SAMNDCA10275563	SAMNDCA10275575	13	Jeeyun Wamg	7/7/2008	" <b>Samsung Design Insight: 2010 London Workshop Report.</b> " By Plan. This document provides design insights; Discusses iPhone's touch screen UI and reasons for iPhone's success.	1/13/2012
SAMNDCA10275576	SAMNDCA10275646	71	Jeeyun Wamg	Jul-08	" <b>Acme.</b> " By Samsung and Gravity Tank. This presentation reviews the features of Acme; Discusses users' opinion about the iPhone.	1/13/2012
SAMNDCA10275647	SAMNDCA10275717	71	Jeeyun Wamg	Jul-08	" <b>Bresson.</b> " By Samsung and Gravity Tank. This presentation reviews the features of Bresson; Compares Bresson to the iPhone and users' opinion about the iPhone.	1/13/2012
SAMNDCA10275718	SAMNDCA10275721	4	Jeeyun Wamg	No date	" <b>Pain Points by Application.</b> " Author unknown, Date unknown. This document reviews main points of applications. Mentions the iPhone.	1/13/2012
SAMNDCA10275722	SAMNDCA10275815	94	Jeeyun Wamg	Aug-08	" <b>Springboard, Workstream 1: Detailed Phone Use and Stimulus Feedback.</b> " By Samsung and Gravity Tank. This presentation provides detail on current mobile phone use by different user segments. Includes comments of iPhone users.	1/13/2012
SAMNDCA10275816	SAMNDCA10275947	132	Jeeyun Wamg	Jul-08	" <b>Springboard, Workstream 1: Workshop Presentation.</b> " By Samsung and Gravity Tank. This presentation provides detail on current mobile phone use by different user segments. Includes comments of iPhone users.	1/13/2012
SAMNDCA10275948	SAMNDCA10275950	3	Jeeyun Wamg	Aug-08	" <b>Springboard, Workstream 1: Touch Screen Phone User Insights.</b> " By Samsung and Gravity Tank. This presentation discusses the activities and behaviors of touch screen phone owners and perceptions of non-owners. Includes analysis of iPhone users.	1/13/2012
SAMNDCA10275951	SAMNDCA10276048	98	Jeeyun Wamg	11/10/2008	" <b>2010 Archetype Design Project Kick-Off.</b> " By N. America Product Planning. Mentions iPhone.	1/13/2012
SAMNDCA10276049	SAMNDCA10276059	11	Jeeyun Wamg	No date	" <b>Project Progress and Purpose.</b> " Author unknown. These slides discuss Nerva's UX. Mentions iPhone.	1/13/2012
SAMNDCA10276060	SAMNDCA10276074	15	Jeeyun Wamg	No date	" <b>Magazine Review.</b> " Author illegible. This document discusses motion gestures. Mentions Apple and iPhone.	1/13/2012

## Apple v. Samsung - Description of Designer Custodian Documents

SAMNDCA10276075	SAMNDCA10276121	47	Jeeyun Wamg	No date	"Cube for Open OS - Keymap type 1." Author unknown. This document contains a presentation of Samsung Mobile Phone UX Guide for Cube. Mentions iPhone.	1/13/2012
SAMNDCA10276122	SAMNDCA10276156	35	Jeeyun Wamg	No date	"Samsung Mobile Phone UX Guide: Cube." By Samsung. This document contains a presentation of Samsung Mobile Phone UX Guide for Cube. Mentions iPhone.	1/13/2012
SAMNDCA10276157	SAMNDCA10276198	42	Jeeyun Wamg	No date	"Cube for Open OS - Keymap type 1." Author unknown. This document contains a presentation of Samsung Mobile Phone UX Guide for Cube. Mentions iPhone. Appears to be a near duplicate of SAMNDCA10276075.	1/13/2012
SAMNDCA10276199	SAMNDCA10276240	42	Jeeyun Wamg	No date	"Cube for Open OS - Keymap type 1." Author unknown. This document contains a presentation of Samsung Mobile Phone UX Guide for Cube. Mentions iPhone. Appears to be a near duplicate of SAMNDCA10276075.	1/13/2012
SAMNDCA10276241	SAMNDCA10276254	14	Jeeyun Wamg	4/24/2008	"Samsung Mobile Phone UX Guide: Touch Tag." By Samsung. This presentation discusses Cube Touch Tag. Mentions iPhone.	1/13/2012
SAMNDCA10276255	SAMNDCA10276269	15	Jeeyun Wamg	3/28/2008	"Samsung Mobile Phone UX Guide: Launcher." By Samsung. This presentation discusses Cube Launcher. Mentions iPhone.	1/13/2012
SAMNDCA10276270	SAMNDCA10276278	9	Jeeyun Wamg	3/28/2008	"Samsung Mobile Phone UX Guide: Cube, Media Mix." By Samsung. This presentation discusses Cube's Media Mix. Mentions iPhone.	1/13/2012
SAMNDCA10276279	SAMNDCA10276301	23	Jeeyun Wamg	3/28/2008	"Samsung Mobile Phone UX Guide: Cube, My Favorites." By Samsung. This presentation discusses the My Favorites function of Cube. Mentions iPhone.	1/13/2012
SAMNDCA10276419	SAMNDCA10276560	142	Jeeyun Wamg	8/14/2008	"Global UX: Phonebook UI." By Samsung. This presentation discusses the features of Phonebook UI. The document mentions the iPhone in discussing scrolling in a Samsung device.	1/13/2012
SAMNDCA10276561	SAMNDCA10276702	142	Jeeyun Wamg	8/14/2008	"Global UX: Phonebook UI." By Samsung. This presentation discusses the features of Phonebook UI. The document mentions the iPhone in discussing scrolling in a Samsung device. Appears to be a near duplicate of SAMNDCA10276419.	1/13/2012
SAMNDCA10276703	SAMNDCA10276844	142	Jeeyun Wamg	8/14/2008	"Global UX: Phonebook UI." By Samsung. This presentation discusses the features of Phonebook UI. The document mentions the iPhone in discussing scrolling in a Samsung device. Appears to be a near duplicate of SAMNDCA10276419.	1/13/2012
SAMNDCA10276845	SAMNDCA10276896	52	Jeeyun Wamg	8/14/2009	"Global UX: Phonebook UI." By Samsung. This presentation discusses the features of Phonebook UI. The document mentions the iPhone in discussing scrolling in a Samsung device. Appears to be a near duplicate of SAMNDCA10276419.	1/13/2012
SAMNDCA10276897	SAMNDCA10276971	75	Jeeyun Wamg	9/12/2007	"Samsung Nerva UX for Spring, Design Philosophy Document." By iconmobile. This presentation discusses the components of Nerva UX. Compares iPhone to Samsung Nerva.	1/13/2012
SAMNDCA10276972	SAMNDCA10277022	51	Jeeyun Wamg	1/21/2008	"Design Philosophy." By Dubberly Design Office. This presentation discusses the user experience design philosophy. Includes analysis of Apple and iPhone.	1/13/2012
SAMNDCA10277023	SAMNDCA10277073	51	Jeeyun Wamg	1/21/2008	"Design Philosophy." By Dubberly Design Office. This presentation discusses the user experience design philosophy. Includes analysis of Apple and iPhone. Appears to be a near duplicate of SAMNDCA10276972.	1/13/2012
SAMNDCA10277074	SAMNDCA10277131	58	Jeeyun Wamg	12/11/2008	"Samsung Widget Ecosystem." By Enabling. This presentation discusses the roadmap of Samsung's online widget ecosystem and related plans. Includes analysis of Apple Store's Ecosystem.	1/13/2012
SAMNDCA10277132	SAMNDCA10277137	6	Jeeyun Wamg	No date	"2010 Visual Interaction Design." Author unknown. Mentions iPhone.	1/13/2012

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SAMNDCA10277138	SAMNDCA10277189	52	Jeeyeun Wamg	4/11/2008	"Competitors' UX Roadmap Analysis." By UX Part Employee Yoojin Lee. This presentation discusses the competitors' UX and analyzes them. Includes analysis of iPhone.	1/13/2012
SAMNDCA10277190	SAMNDCA10277211	22	Jeeyeun Wamg	4/6/2008	"Gartner Symposium ITXPO 2008, Emerging Trends." By David Cearley and Carl Claunch, April 6-8, 2008. Mentions iPhone.	1/13/2012
SAMNDCA10277216	SAMNDCA10277257	42	Jeeyeun Wamg	No date	"09 Circular Icon Research." Author unknown. This presentation reviews 3D vs. 2D icons. Shows icons of iPhone.	1/13/2012
SAMNDCA10277258	SAMNDCA10277271	14	Jeeyeun Wamg	7/11/2008	"iPhone 3G Analysis: H/W." By Samsung. This presentation analyzes the iPhone 3G's H/W.	1/13/2012
SAMNDCA10277272	SAMNDCA10277299	28	Jeeyeun Wamg	7/12/2008	"iPhone 3G UX Analysis." By Samsung. This presentation analyzes iPhone 3G's UI and UX.	1/13/2012
SAMNDCA10277300	SAMNDCA10277313	14	Jeeyeun Wamg	No date	"The Future of Mobile." Author unknown. This presentation discusses the future concepts of mobile phones. Includes analysis of iPhone.	1/13/2012
SAMNDCA10277314	SAMNDCA10277327	14	Jeeyeun Wamg	12/12/2007	"Viewty, Voyager, and Venus Analysis Report." By Marketing Group, VOC Part. Includes comparison of iPhone to Voyager.	1/13/2012
SAMNDCA10277328	SAMNDCA10277352	25	Jeeyeun Wamg	Dec-08	"2009 Mobile UX Forecast: M.T.O.C., 10 Keywords." By Samsung. Mentions iPhone, Apple, and iTunes.	1/13/2012
SAMNDCA10277353	SAMNDCA10277362	10	Jeeyeun Wamg	No date	"Quant Questions, Style, Loches/Vianden/Roxy." Author unknown. This document contains some questions relating to mobile phones and Loches/Vianden/Roxy. Includes questions about iPhone and Apple.	1/13/2012
SAMNDCA10277363	SAMNDCA10277373	11	Jeeyeun Wamg	No date	"RCR Wireless News: 10 Trends in Wireless Mobility." By RCR Wireless News. Mentions iPhone and Apple.	1/13/2012
SAMNDCA10277374	SAMNDCA10277465	92	Jeeyeun Wamg	1/15/2008	"2008 CES Exhibition Analysis Report." By Samsung. This presentation discusses the competitors' trends and mentions iPhone.	1/13/2012
SAMNDCA10277466	SAMNDCA10277573	108	Jeeyeun Wamg	4/25/2008	"Samsung Mobile UX, Haptic." By Samsung. This presentation discusses Mobile UX and Samsung Haptic phone. Mentions iPhone.	1/13/2012
SAMNDCA10277574	SAMNDCA10277598	25	Jeeyeun Wamg	4/25/2008	"Mobile UX Development Direction and SKT Strategy." By SK Telecom. Contains images of iPhone.	1/13/2012
SAMNDCA10277599	SAMNDCA10277638	40	Jeeyeun Wamg	4/25/2008	"Open Mobile Platform (Android/iPhone)." By NemusTech. This presentation discusses the mobile platforms, including Google Android and Apple iPhone.	1/13/2012
SAMNDCA10277639	SAMNDCA10277681	43	Jeeyeun Wamg	4/25/2008	"Show: Mobile UI Trend." By KTF. This presentation discusses Mobile UI, its trends and introduces KTF Mobile UI. Includes analysis of iPhone UI and comments of iPhone users.	1/13/2012
SAMNDCA10277682	SAMNDCA10277762	81	Jeeyeun Wamg	No date	"Trend #3. Communities." Author unknown. This presentation discusses the relationship between technological advancements and social networks. Mentions iPhone.	1/13/2012
SAMNDCA10277763	SAMNDCA10277835	73	Jeeyeun Wamg	No date	"Trend #4. Mobility." Author unknown. This presentation discusses the growing importance of mobility. Includes analysis of iPhone users.	1/13/2012
SAMNDCA10277836	SAMNDCA10277893	58	Jeeyeun Wamg	No date	"Trend #5. Value Redefined." Author unknown. This presentation discusses the growing focus on less tangible and purely emotional benefits. Includes analysis of iPhone and iPod.	1/13/2012
SAMNDCA10277894	SAMNDCA10277952	59	Jeeyeun Wamg	No date	"Trend #6. UI Innovation." Author unknown. This presentation discusses the move towards a more innovative UI. Includes analysis of iPhone and mentions Apple.	1/13/2012
SAMNDCA10277953	SAMNDCA10278028	76	Jeeyeun Wamg	No date	"Trend #10. Economic Recession." Author unknown. This presentation discusses the change in marketing approach in an economic recession. Mentions iPhone and Apple.	1/13/2012
SAMNDCA10278029	SAMNDCA10278102	74	Jeeyeun Wamg	No date	"Mobile World Congress 2008 Report: Mobile Industry Trend Analysis." By UDS Group. Mentions iPhone.	1/13/2012
SAMNDCA10278103	SAMNDCA10278110	8	Jeeyeun Wamg	7/30/2008	"Weekly Focus: Emotional Realization, It's Technology and Not Design." By LG. Mentions iPhone.	1/13/2012

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SAMNDCA10278111	SAMNDCA10278116	6	Jeeyeun Wamg	7/23/2008	"Weekly Focus: The Change in the Mobile Market that iPhone 3G will Bring." By LG. Written about iPhone.	1/13/2012
SAMNDCA10278117	SAMNDCA10278130	14	Jeeyeun Wamg	No date	"S60 Platform vs. iPhone: Comparing Oranges and Apple." By Nokia. This presentation discusses S60, a software platform and compares it to the iPhone.	1/13/2012
SAMNDCA10278131	SAMNDCA10278143	13	Jeeyeun Wamg	No date	"S60 Touch UI Style in 5.0 for Samsung." By Nokia. This presentation provides a basic understanding of S60 UI touch rationale. Compares iPhone to S60 Touch UI.	1/13/2012
SAMNDCA10278144	SAMNDCA10278181	38	Jeeyeun Wamg	Oct-07	"Expert Evaluation Result: SIP (Self Inspection Program), Global Design Competitiveness Evaluation Main Progress." By Design Management Center. Includes reviews and analysis of iPhone and mentions iPod.	1/13/2012
SAMNDCA10278182	SAMNDCA10278269	88	Jeeyeun Wamg	Oct-07	"Expert Evaluation Result (Mobile Phone): SIP (Self Inspection Program), Global Design Competitiveness Evaluation." By Design Management Center. Includes reviews and analysis of iPhone.	1/13/2012
SAMNDCA10278270	SAMNDCA10278305	36	Jeeyeun Wamg	No date	"Nerva User Experience: 070831" by Iconmobile. This presentation analyzes the Samsung Nerva phone and compares it with the iPhone.	1/13/2012
SAMNDCA10278306	SAMNDCA10278372	67	Jeeyeun Wamg	9/11/2007	"Samsung Nerva UX for Sprint: Design Philosophy Document" by Iconmobile. This presentation document analyzes the Samsung Nerva phone and compares it with the iPhone.	1/13/2012
SAMNDCA10278373	SAMNDCA10278403	31	Jeeyeun Wamg	7/16/2007	"GUI Organization Operation Plan: UX Strategy Part" by Samsung. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10278404	SAMNDCA10278432	29	Jeeyeun Wamg	7/16/2007	"GUI Organization Operation Plan: UX Strategy Part" by Samsung. Mentions Apple and the iPhone. Possible duplicate of SAMNDCA10278373.	1/13/2012
SAMNDCA10278433	SAMNDCA10278442	10	Jeeyeun Wamg	4/28/2007	"Demonstrating the Viability of Automatically Generated User Interfaces" by Jeffrey Nichols, Duen Horng Chau, and Brad A. Myers. 5/28/2007-5/3/2007. This article mentions the iPhone and the iPad.	1/13/2012
SAMNDCA10278443	SAMNDCA10278476	34	Jeeyeun Wamg	8/22/2007	"Moving Forward with 2nd Design Strategic Objectives" by Samsung. Analyzes the iPhone.	1/13/2012
SAMNDCA10278477	SAMNDCA10278509	33	Jeeyeun Wamg	2/8/2007	"Moda: Creative Brief: Samsung High Fashion user interface design" by MetaDesign. Mentions Apple and analyzes the iPhone.	1/13/2012
SAMNDCA10278510	SAMNDCA10278529	20	Jeeyeun Wamg	5/4/2007	"Samsung Mobile Fiore GUI: [Fiore] Visual & Interaction Strategy Proposal" by Samsung. Analyzes the iPhone and compares it with the Fiore (a Samsung phone).	1/13/2012
SAMNDCA10278530	SAMNDCA10278562	33	Jeeyeun Wamg	3/7/2007	"Fiore UI: (Advanced Touchable Linux System)" by Samsung. This presentation document analyzes the Fiore user interface and analyzes the iPhone.	1/13/2012
SAMNDCA10278563	SAMNDCA10278622	60	Jeeyeun Wamg	4/4/2007	"Fiore UI: (Advanced Touchable Linux System)" by Samsung. This presentation document analyzes the Fiore user interface and compares the Fiore with the iPhone.	1/13/2012
SAMNDCA10278646	SAMNDCA10278695	50	Jeeyeun Wamg	No date	"Toward U-Health: a Mobile Solution for Interfacing Human" by Euisik Yoon at the University of Minnesota. This presentation mentions the iPhone.	1/13/2012
SAMNDCA10278696	SAMNDCA10278750	55	Jeeyeun Wamg	7/0/2007	"Create an Emotional Journey" by Samsung. Analyzes the iPhone.	1/13/2012
SAMNDCA10278751	SAMNDCA10278777	27	Jeeyeun Wamg	8/22/2007	"Moving Forward with 2nd Design Strategic Objectives" by Samsung. Analyzes the iPhone. Possible duplicate of SAMNDCA10278443.	1/13/2012
SAMNDCA10278778	SAMNDCA10278804	27	Jeeyeun Wamg	8/22/2007	"Moving Forward with 2nd Design Strategic Objectives" by Samsung. Analyzes the iPhone. Appears to be a near duplicate of SAMNDCA10278751 and SAMNDCA10278443.	1/13/2012
SAMNDCA10278805	SAMNDCA10278959	155	Jeeyeun Wamg	No date	"Samsung Design Identity Program: Phase 1 [Final Report]" by Samsung, Undated. Mentions Apple.	1/13/2012

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SAMNDCA10278960	SAMNDCA10279100	141	Jeeyeun Wamg	No date	"Samsung Design Identity Program: Phase 1 [Final Report]" by Samsung, Undated. Mentions Apple.	1/13/2012
SAMNDCA10279101	SAMNDCA10279142	42	Jeeyeun Wamg	Apr-07	"Q-bowl: Communication Strategy" by Overseas Marketing Strategy Group. Analyzes the iPhone and compares it to other phones.	1/13/2012
SAMNDCA10279143	SAMNDCA10279187	45	Jeeyeun Wamg	Jun-07	"Wireless Handset Trends" by Strategy Analytics. Presentation that mentions Apple and the iPhone.	1/13/2012
SAMNDCA10279188	SAMNDCA10279189	2	Jeeyeun Wamg	No date	"Mega Issue Expectation", No author, Undated. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10279190	SAMNDCA10279246	57	Jeeyeun Wamg	9/17/2007	"Samsung User Experience Design (Draft)" by Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10279247	SAMNDCA10279305	59	Jeeyeun Wamg	9/17/2007	"Samsung User Experience Design" by Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10279306	SAMNDCA10279364	59	Jeeyeun Wamg	9/17/2007	"Samsung User Experience Design" by Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10279365	SAMNDCA10279428	64	Jeeyeun Wamg	8/27/2007	"Samsung User Experience Design" by Samsung. Analyzes the iPhone and compares it to other phones.	1/13/2012
SAMNDCA10279429	SAMNDCA10279485	57	Jeeyeun Wamg	9/17/2007	"Samsung User Experience Design" by Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10279489	SAMNDCA10279518	30	Jeeyeun Wamg	1/11/2007	"iPhone: Touch Response Strategy (detailed version)" by Samsung. This presentation document analyzes the iPhone.	1/13/2012
SAMNDCA10279519	SAMNDCA10279578	60	Jeeyeun Wamg	1/31/2007	"Linux Touch Concepts" by Samsung. Analyzes the touch capability of the iPhone.	1/13/2012
SAMNDCA10279579	SAMNDCA10279596	18	Jeeyeun Wamg	No date	No title, No author, Undated. Comparing market evaluation on Apple iPhone, LG Prada, and HTC TOUCH. Stating that iPhone has GUI with emotional design and offers good touch display, user interface, web browsing experience, new voice mail features and the album art. Indicating that iPhone's internal memory is insufficient for heavy multimedia users, and that it lacks stereo bluetooth and the drag and drop option for music file transfer. Noting that iPhone's single button is nice to have.	1/13/2012
SAMNDCA10279597	SAMNDCA10279623	27	Jeeyeun Wamg	1/11/2007	"Linux platform: Touch", No author. Mentions the iPhone.	1/13/2012
SAMNDCA10279624	SAMNDCA10279683	60	Jeeyeun Wamg	2/1/2007	"Linux Touch Concepts" by Samsung. Analyzes the iPhones touch capability.	1/13/2012
SAMNDCA10279684	SAMNDCA10279737	54	Jeeyeun Wamg	8/27/2007	"Samsung User Experience Design for Vodaphone" by Samsung. Analyzes the iPhone and compares it to other phones.	1/13/2012
SAMNDCA10279738	SAMNDCA10279799	62	Jeeyeun Wamg	8/27/2007	"Samsung User Experience Design for Vodaphone" by Samsung. Analyzes the iPhone and compares it to other phones.	1/13/2012
SAMNDCA10279800	SAMNDCA10279844	45	Jeeyeun Wamg	8/27/2007	"Samsung User Experience Design for Vodaphone" by Samsung. Analyzes the iPhone and compares it to other phones.	1/13/2012
SAMNDCA10279845	SAMNDCA10279993	149	Jeeyeun Wamg	Aug-07	"Proposal for UCC specialized features to spread UCC creator" by Samsung. Mentions Apple and the iPhone and analyzes the iPhone.	1/13/2012
SAMNDCA10279994	SAMNDCA10280032	39	Jeeyeun Wamg	6/21/2007	"Touch UI Roadmap: (version 0.2)" by Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10280033	SAMNDCA10280043	11	Jeeyeun Wamg	1/12/2007	"iPhone: Touch Response Strategy" by Samsung. This presentation document analyzes the iPhone.	1/13/2012
SAMNDCA10280044	SAMNDCA10280061	18	Jeeyeun Wamg	No date	No title, No author, Undated. Comparing market evaluation on Apple iPhone, LG Prada, and HTC TOUCH. Stating that iPhone has GUI with emotional design and offers good touch display, user interface, web browsing experience, new voice mail features and the album art. Indicating that iPhone's internal memory is insufficient for heavy multimedia users, and that it lacks stereo bluetooth and the drag and drop option for music file transfer. Noting that iPhone's single button is nice to have. Appears to be a near duplicate of SAMNDCA10279579.	1/13/2012
SAMNDCA10280062	SAMNDCA10280064	3	Jeeyeun Wamg	August 22 (no year)	No title, No author. Including a user's comments on iPhone that its music play and keypad are inconvenient, but its design and overall performance is good.	1/13/2012

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SAMNDCA10280065	SAMNDCA10280076	12	Jeeyun Wang	No date	No title, No author, Undated. Stating that Apple's iPhone strategy is to offer entertainment platform as well as email functions.	1/13/2012
SAMNDCA10280077	SAMNDCA10280105	29	Jeeyun Wang	1/11/2007	"iPhone: Touch Response Strategy" by Samsung. This presentation document analyzes the iPhone.	1/13/2012
SAMNDCA10280110	SAMNDCA10280134	25	Jeeyun Wang	1/11/2007	"Telecommunications Trend Daily News", No author. Mentions the iPhone.	1/13/2012
SAMNDCA10280159	SAMNDCA10280216	58	Jeeyun Wang	Mar-07	"U.S. consumer perception of telecom carriers" by Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10280232	SAMNDCA10280261	30	Jeeyun Wang	1/11/2007	"iPhone: Touch Response Strategy" by Samsung. This presentation document analyzes the iPhone.	1/13/2012
SAMNDCA10280262	SAMNDCA10280274	13	Jeeyun Wang	4/20/2007	"Mobile UX Trend" by Strategy Part, Mobile Operation UX Group. Mentions the iPhone.	1/13/2012
SAMNDCA10280275	SAMNDCA10280297	23	Jeeyun Wang	5/3/2007	"Mobile UX Identity" by Samsung. Mentions the iPhone	1/13/2012
SAMNDCA10280298	SAMNDCA10280340	43	Jeeyun Wang	4/11/2007	"Samsung Wallpaper & Font analysis and VOC suggested features analysis" by Samsung. Mentions Apple and the iPhone.	1/13/2012
SAMNDCA10280341	SAMNDCA10280346	6	Jeeyun Wang	No date	"Apple iPhone Features", No author, Undated. This document analyzes the iPhone.	1/13/2012
SAMNDCA10280347	SAMNDCA10280349	3	Jeeyun Wang	No date	"Mobile Phone UI 'Philosophy of Emotion'" by Jung-Hyung Cho at Kmobile, Undated. Analyzes the iPhone's UI and compares it to a non-Samsung phone.	1/13/2012
SAMNDCA10280350	SAMNDCA10280433	84	Jeeyun Wang	Sep-07	"Social Networks: Crawling to a Phone Near You" by Charged. Mentions the iPhone and the iPad.	1/13/2012
SAMNDCA10280441	SAMNDCA10280473	33	Jeeyun Wang	3/7/2007	"Fiore UI: (Advanced Touchable Linux System)" by Samsung. Analyzes the iPhone's UI.	1/13/2012
SAMNDCA10280474	SAMNDCA10280533	60	Jeeyun Wang	4/4/2007	"Fiore UI: (Advanced Touchable Linux System)" by Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10280534	SAMNDCA10280556	23	Jeeyun Wang	8/1/2007	"UI Template Idea for Nerva" by Samsung, Dated 8/1/2007. This presentation document analyzes the Nerva user interface template and mentions the iPhone.	1/13/2012
SAMNDCA10476674	SAMNDCA10476677	4	Jeeyun Wang	7/29/2011	"[Galaxy S II Premium] UX Change Request" by Hyo Young Kim at Samsung, an Email. Mentions Apple.	1/24/2012
SAMNDCA10477500	SAMNDCA10477523	24	Jeeyun Wang	No date	"SLP UX", No author, Undated. Mentions Apple.	1/24/2012
SAMNDCA10478489	SAMNDCA10478516	28	Jeeyun Wang	11/17/2009	"Web diary: Preliminary", No author, Dated 11/17/2009. Mentions Apple Time machine.	1/24/2012
SAMNDCA10478747	SAMNDCA10478750	4	Jeeyun Wang	No date	"Apple Trademark Registration History", No author, Undated. Compares Apple icons to Samsung icons.	1/24/2012
SAMNDCA10478772	SAMNDCA10478775	4	Jeeyun Wang	No date	"Apple Trademark Registration History", No author, Undated. Compares Apple icons to Samsung icons. Appears to be a near duplicate of SAMNDCA10478747.	1/24/2012
SAMNDCA10479883	SAMNDCA10479889	7	Jeeyun Wang	No date	"Smartphone OS Evolution", No author, Undated. Mentions Apple.	1/24/2012
SAMNDCA10481209	SAMNDCA10481214	6	Jeeyun Wang	No date	"Low-tech, High-concept, easy and friendly technology is good" by In-Oh Yoo and Dong-Yoon Shin at Dong-A Business Review, Undated. Mentions Apple, iPhone and the iPad.	1/24/2012
SAMNDCA10487007	SAMNDCA10487020	14	Jeeyun Wang	No date	"Matt, 29, London" by Samsung, Undated. This document provides information about Matthew from London about his phone uses. Mentions Apple.	1/24/2012
SAMNDCA10487021	SAMNDCA10487022	2	Jeeyun Wang	4/5/2010	"Project Initiation Form" by Samsung. A document re: a project named Smart Mate. Mentions Apple.	1/24/2012
SAMNDCA10487112	SAMNDCA10487505	394	Jeeyun Wang	8/20/2009	"Apple Human Interface Guidelines, User Experience" by Apple, Inc..	1/24/2012
SAMNDCA10493820	SAMNDCA10494205	386	Jeeyun Wang	6/9/2008	"Apple Human Interface Guidelines" by Apple, Inc.	1/24/2012
SAMNDCA00176053	SAMNDCA00176171	119	Doo Joo Byun	4/9/2011	"RE: P5 Usability Evaluation Results," by S/W Evaluation Group 1, a report comparing P5 and iPad2.	12/7/2011
				Total	1118 total summaries	