Exhibit R

Beginning Bates Number	Ending Bates Number	Page Count	Custodian	Date of Document	Short Description	Date of Production
Number	Number	Count	Custodian	Date of Document	"Premium & Mass Design Preference Study	Froduction
					2010.11-2011.01", by Design Planning & Strategy.	
SAMNDCA00176172	SAMNDCA00176172	31	Yunjung Lee	No date	This is a presentation that discusses the iPhone design.	12/7/2011
G/WINDO/NOTIFE	O/WINDO/GOTTOTIZ	01	runjung 200	110 date	"Industry Trends", by San Jose Mobile	12/1/2011
0.444100.40004004	0.4441004.00004.047	0.4	La como a Obia	0/40/40	Communications Lab. A presentation mentioning	40/00/0044
SAMNDCA00201284	SAMNDCA00201317	34	Jaegwan Shin	3/18/10	iPhone, Apple, iPad, "Worldwide smart phones Q1 2009 Quarterly	12/23/2011
					market overview", by Canalys. A presentation	
SAMNDCA00201336	SAMNDCA00201350	15	Jaegwan Shin	No date	mentioning Apple smartphone sales.	12/23/2011
					Email with subject line garbled except few words, "Fwd: RE: RE: RE: RE: RE: P5/P4 zoom/scroll",	
SAMNDCA00201359	SAMNDCA00201380	22	Jaegwan Shin	4/25/2011	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
SAMINDCA00201400	SAMINDCA00201417	12	Jaegwan Shin	0/21/11	"RE: i905 [P4 LTE] Request for HW TA", by Jaegwan	12/23/2011
SAMNDCA00201418	SAMNDCA00201428	11	Jaegwan Shin	6/20/11	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
SAMINDOA00201429	SAMINDOA00201440	12	Jaegwari Sillii	0/21/11	oniii, an emaii mendoning ir ad.	12/23/2011
İ					"Android S1 Gallery Improvement" by DMC R&D	
SAMNDCA00201612	SAMNDCA00201620	9	Jaegwan Shin	6/10/2010	Center, SW Platform Team, Samsung Electronics. A presentation cotaining analysis of iPhone.	12/23/2011
				57.107.2010	g area y area area area area area area ar	
CAMAIDC A00204642	CAMAIDCA00204674	30	Joogwon Chin	1/11/2011	"San Jose Browser Optimizations", unknown author.	10/00/0011
SAMNDCA00201642	SAMNDCA00201671	30	Jaegwan Shin	1/11/2011	A presentation containing P1 and iPad comparison. "Smartphone Feature Report San Jose Mobile	12/23/2011
					Communications Lab", by Samsung Electronics Co.,	
SAMNDCA00201683	SAMNDCA00201692	10	Jaegwan Shin	2009	Ltd. A presentation dated mentioning Apple and iPhone.	12/23/2011
SAMINDCA00201003	SAMINDOA00201092	10	Jaegwari Sillii	2009	ii none.	12/23/2011
					"Galaxy Tab Usage Speed, Screen Effect Analysis",	
SAMNDCA00201771	SAMNDCA00201780	10	Jaegwan Shin	No date	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
					Email, subject line garbled except for a few words,	
SAMNDCA00201783	SAMNDCA00201809	27	Jaegwan Shin	4/29/2011	"[Re: RE P5/P4 zoom/scroll", by Sangheon Kim. Mentions iPad.	12/23/2011
					Email, subject line garbled except for a few words,	
SAMNDCA00201813	SAMNDCA00201840	28	Jaegwan Shin	4/30/2011	"[Re: Re: RE: RE: P5/P4 zoom/scroll", by Tae-Woo Rhim. Mentions iPad.	12/23/2011
SAMINDOA00201013	SAMINDCA00201040	20	Jaegwari Sillii	4/30/2011	Email , subject line garbled except for a few words,	12/23/2011
				.,,_,	"[Re: Re: RE: RE: P5/P4 zoom/scroll", by JunBong	
SAMNDCA00201841	SAMNDCA00201869	29	Jaegwan Shin	4/30/2011	Eom. Mentions iPad. Email, subject line garbled except for a few words,	12/23/2011
					"[Re: Re: RE: RE: P5/P4 zoom/scroll", by	
SAMNDCA00201870	SAMNDCA00201890	21	Jaegwan Shin	4/25/2011	Sangheon Kim. Mentions iPad.	12/23/2011
					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	
SAMNDCA00201891	SAMNDCA00201911	21	Jaegwan Shin	4/25/2011	duplicate of SAMNDCA00201870. Email, subject line garbled except for a few words,	12/23/2011
					"[Re: Re: Re: RE: RE: P5/P4 zoom/scroll", by	
SAMNDCA00201912	SAMNDCA00201932	21	Jaegwan Shin	4/25/2011	Hyunju Park. Mentions iPad.	12/23/2011
					Email, subject line garbled except for a few words, "[Re: RE: RE: RE: RE: P5/P4 zoom/scroll", by	
SAMNDCA00201933	SAMNDCA00201953	21	Jaegwan Shin	4/25/2011	Sangheon Kim. Mentions iPad.	12/23/2011
					Email, subject line garbled except for a few words,	
SAMNDCA00201954	SAMNDCA00201975	22	Jaegwan Shin	4/25/2011	"[Re: Re: Re: RE: RE: P5/P4 zoom/scroll", by Hyunju Park. Mentions iPad.	12/23/2011
					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	
SAMNDCA00201976	SAMNDCA00201996	21	Jaegwan Shin	4/25/2011	duplicate of SAMNDCA00201933.	12/23/2011
					Email, subject line garbled except for a few words,	
SAMNDCA00201997	SAMNDCA00202018	22	Jaegwan Shin	4/25/2011	"[Re: RE: Re: RE: RE: RE: RE P5/P4 zoom/scroll", by Sangheon Kim. Mentions iPad.	12/23/2011
					Email, subject line garbled except for a few words,	
SAMNDCA00202019	SAMNDCA00202042	24	Jaegwan Shin	4/26/2011	"[RE: RE: RE: RE: RE: RE: RE: P5/P4 zoom/scroll", by Shwan Ritter. Mentions iPad.	12/23/2011
5, 15 6, 160202019	3, 12 0, 100202042		Jacgman Omil	.,20,2011	Email, subject line garbled except for a few words,	,_0,_011
OAAANDO A COCCOCCIO	04441004000000	00	la a mun	4/00/0044	"[Re: RE: RE: Re: RE: RE: RE: P5/P4	40/00/004
SAMNDCA00202043	SAMNDCA00202065	23	Jaegwan Shin	4/26/2011	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: P5/P4 zoom/scroll", by Sangheon Kim. Mentions iPad.	12/23/2011
SAWIND CAROLOGO	O/IMIND G/100202000	20	Sacgwari Oriiii	4/27/2011	Email, subject line garbled except for a few words, "[Re: RE: RE: RE: Re: RE: RE: RE: P5/P4	12/20/2011
SAMNDCA00202089	SAMNDCA00202113	25	Jaegwan Shin	4/27/2011	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: 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: 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: 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: 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
					"WOW Project", by the Wireless Business Group of Samsung Electronics. Presentation document mentions Apple. Appears to be a near duplicate of	
SAMNDCA00202227	SAMNDCA00202241	15	Bora Kim	Jul-07	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
					"2009 Archetype Design Form Factor Suggestion" , by Mobile Design Group Strategy MI Part. Presentation document mentions the iPhone. Appears to be a near	
SAMNDCA00202266	SAMNDCA00202289	24	Bora Kim	No date	duplicate of SAMNDCA00202242. "Hyper Touch", by UX/ Future Development TF.	12/29/2011
SAMNDCA00202290	SAMNDCA00202312	23	Bora Kim	No date	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
					"2nd Design Strategy", by Design Operations Center. Presentation document contains analysis of the iPhone. Appears to be a near duplicate of	
SAMNDCA00202381	SAMNDCA00202433	53	Bora Kim	10/8/2007	SAMNDCA00202336. "2nd Design Strategy", by Design Operations Center.	12/29/2011
SAMNDCA00202434	SAMNDCA00202486	53	Bora Kim	10/8/2007	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
57 11711 12 57100202000	57 HVII 12 57100202014		Dord Nilli	110 date		12/20/2011
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. "'05 Europe: 4 Countries' Lineup - Product	12/29/2011
SAMNDCA00202659	SAMNDCA00202715	57	Jinsoo Kim	12/20/2004	Useability Research Report", by Samsung's Wireless Business, Overseas Marketing Group. Mentions Apple's designs.	12/29/2011
OAMNIDOAGG	OAAANIDO A OSSESSIONIO	4.5	15. 10	4440/5	"Let's try to find out what Copycat 'iorange' phone is", by user name "I am the father of Jia and Jimin". This is a set of website pages that mention the iPhone	40/02/5
SAMNDCA00202716	SAMNDCA00202733	18	Jinsoo Kim	11/16/2011	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
					"The Global Evaluation Criteria For Tier 1 Design", by Gianfranco Zaccai, Samsung GAB/Design. A presentation that includes analysis of the Apple iPod	
SAMNDCA00221705	SAMNDCA00221818	114	Yunjung Lee	No date	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
OAWIND OAGOZZ 1013	GAWIND OAGGE TOTT	- 55	runjung Lee	4/13/2010	Apple if Hotic docto.	12/23/2011
					"Mobile UX Best Practices UX and Ergonomics Research Overview (Verizon)", by User Experience, Product Design, Samsung Telecommunications of	
SAMNDCA00221878	SAMNDCA00221913	36	Yunjung Lee	4/9/2010	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
					"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	
SAMNDCA00228981	SAMNDCA00229010	30	Minhyouk Lee	Apr-08	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. "Apple Intelligence Report", by Samsung Telecom	12/29/2011
SAMNDCA00229109	SAMNDCA00229124	16	Minhyouk Lee	2/4/2010	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. Email titled "[P4 perforce] permissions denied for	12/29/2011
SAMNDCA00229372	SAMNDCA00229373	2	Qi Ling	5/13/2011	ID ioi.lam", by Ioi Lam. Mentions iPad.	12/29/2011

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			1		Email titled "Browser Optimization Issues	
SAMNDCA00229380	SAMNDCA00229382	3	Qi Ling	1/7/2011	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
					Email titled "FW: [San Jose] Fwd: Fwd: browser touch response speed results", by Jaegwan Shin.	
SAMNDCA00229388	SAMNDCA00229391	4	Qi Ling	3/14/2011	Inlcudes 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
					Email titled "FW: regarding [San Jose] U1 Rotate performance issue", by Jaegwan Shin. Includes	
SAMNDCA00229394	SAMNDCA00229394	1	Qi Ling	3/23/2011	comparison with iPhone. Email titled "FW: [San Jose - Urgent][U1] zoom /	12/29/2011
SAMNDCA00229396	SAMNDCA00229397	2	Qi Ling	3/20/2011	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 Ioi 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. Email titled "RE: Galaxy Tab sent! - tracking ID", by	12/29/2011
SAMNDCA00229436	SAMNDCA00229438	3	Qi Ling	10/19/2010	Papiya Nath. Mentions iPhone. Email titled "RE: U1 browser scrolling patch", by loi	12/29/2011
SAMNDCA00229440	SAMNDCA00229448	9	Qi Ling	3/3/2011	Lam. Mentions iPhone. Email titled "RE: U1 browser scrolling patch", by	12/29/2011
SAMNDCA00229449	SAMNDCA00229451	3	Qi Ling	3/3/2011	loi Lam. Includes comparison with iPhone 4. "Android Browser Optimizations for Galaxy-S	12/29/2011
SAMNDCA00229452	SAMNDCA00229466	15	Qi Ling	4/16/2010	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. Email with a garbled subject line except for a few	12/31/2011
SAMNDCA00239599	SAMNDCA00239600	2	Jinsoo Kim	1/11/2011	words, "[Re: [P1_AMOLED] Connector 4", by Hansik Kim. Mentions Apple. Appears to be a near duplicate of SAMNDCA00239585.	12/31/2011
SAMNIDC	SAMNIDCA40007774	6	Vuniuna Las	No data	"AT&T/Samsung Meeting Notes-2H11 Design Review Meeting:", by unknown author. Meeting minutes mention iPhone 4.	1/6/2012
SAMNDCA10097769 SAMNDCA10097896	SAMNDCA10097774 SAMNDCA10097897	2	Yunjung Lee Yunjung Lee	No date 6/18/2010	Email titled "Glenn Lurie Meeting notes", by Lisa Helm Jagoda. Email mentions iPad pricing.	1/6/2012
SAMNDCA10097896	SAMNDCA10097697	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
CAMAIDOA40000105	CAMAIDOA4CCCC		Voning	NI- d. r	Excel spreadsheet titled "at&t 1H 2012 RFI Device Compliance", by unknown author. Excel spreadsheet mentions iPhone. Appears to be a duplicate of	
SAMNDCA10098136 SAMNDCA10098188	SAMNDCA10098185 SAMNDCA10098213	50 26	Yunjung Lee Yunjung Lee	No date Jul-10	SAMNDCA10098086. "at&t Smartphone Out of Box Experience Requiments", by AT&T Device Customer Experience. Mentions Apple iPhone.	1/6/2012

SAMNDCA1009849				1		T	
SAMNDCA10088491 SAMNDCA1008870 15 Yunjung Lee Sep-10 The mentions Phone Warket Status* by Design Strategy. A presentation that mentions Phone Bank Status* by Design Strategy. A presentation that mentions Phone Bank Status* by Design Strategy. A presentation that mentions Phone Bank Status* by Design Strategy. A presentation that mentions Phone Bank Status* by Design Strategy. A presentation that mentions Phone Bank Status* by Design Strategy. A presentation that mentions Phone Bank Status* by Design Planning Status*						part, Mobile Design Group, Mobile Communications	
SAMNDCA1010159 SAMNDCA1010159 15 Yurjung Lee Sep-10 Subscribers 17/2012	SAMNDCA10098419	SAMNDCA10098467	49	Yunjung Lee	9/15/2010		1/6/2012
SAMNDCA10098185 SAMNDCA10099195 13 Yunjung Lee Sep-10 subscribers." 1/8/2012							
SAMNDCA10109194 SAMNDCA10100457 39 Yunjung Lee No date "11 NA Design Workshop", by Design Planning 16/2012 "11 NA Design Workshop", by Design Planning 16/2012 SAMNDCA10100586 SAMNDCA10100585 24 Yunjung Lee 12/202010 "11 NA Design Workshop", by Design Planning 16/2012 SAMNDCA10100586 SAMNDCA10100585 24 Yunjung Lee 12/202010 "11 NA Design Workshop", by Design Planning 16/2012 SAMNDCA10100586 SAMNDCA10100585 24 Yunjung Lee 12/202010 "11 NA Design Workshop", by Design Planning 16/2012 "11 NA Design Workshop", by Design Workshop", by Design Planning 16/2012 "11 NA Design Worksho	SAMNDCA10098686	SAMNDCA10098700	15	Vuniung Lee	Sen-10	0 0, 1	1/6/2012
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SAMNDCA1010019 SAMNDCA10100590 5 Yunjung Lee No date 1226/2010 Immailtain legible lite 9, bayorvour poe. Email tritled little 18, bayorvour poe. Email straings, A presentation mentions iPhone design 16/2012 Immailtain legible lite, 9 bayorvour poe. Email straings, A presentation mentions iPhone design 16/2012 Immailtain legible lite, 9 bayorvour poe. Email straings, Presentation mentions iPhone design 16/2012 Immailtain legible lite, 9 bayorvour poe. Email straings, Presentation mentions iPhone design 16/2012 Immailtain legible lite, 9 bayorvour poe. Email straings, Presentation mentions iPhone design 16/2012 Immailtain legible lite, 9 bayorvour poe. Email straings, Presentation mentions iPhone design 16/2012 Immailtain legible lite, 9 bayorvour poe. Email straings, Presentation mentions iPhone design 16/2012 Immailtain legible lite, 9 bayorvour poe. Email straings, Presentation mentions iPhone design 16/2012 Immailtain legible lite, 9 bayorvour poem 16/2012	SAMNDCA10099143	SAMNDCA10099155	13	Yunjung Lee	No date		1/6/2012
SAMNDCA10100586 SAMNDCA10100530 24 Vurjung Lee 12/28/2010 mentions iPhone. Vurging Lee 16/2012 Vurjung Lee No date Vurjung Lee Vurjung Lee No date Vurjung Lee Vurjung Lee No date Vurjung Lee Vurjung Lee Vurjung Lee Vurjung Lee No date Vurjung Lee V	SAMNDCA10100419	SAMNDCA10100457	39	Yunjung Lee	No date	Strategy. A presentation that mentions iPhone design.	1/6/2012
SAMNDCA10106152 SAMNDCA1010685 24	SAMNDCA10100586	SAMNDCA10100590	5	Yuniung Lee	12/26/2010		1/6/2012
SAMNDCA10100791 SAMNDCA10100849 59 Yunjung Lee 1/6/2011 T-Mobile & Samsung CES Summit*; by unknown author. Presentation mentions Apple. 1 1/6/2012 1/				,			., .,
SAMNDCA1010791 SAMNDCA1010849 S9 Vurjung Lee 1/6/2011 Suthor. Presentation mentions Apple. 1/6/2012 Samnochino mentions Apple. 1/6/2012 Samnochino mentions Apple. 1/7/2012 SAMNDCA10101457 SAMNDCA10101467 SAMNDCA10101467 SAMNDCA10101467 SAMNDCA10101467 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101469 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101468 SAMNDCA10101561 SAMNDCA10101565 SAMNDCA10101665 SAMNDCA10101665 SAMNDCA10101665 SAMNDCA1010166	SAMNDCA10100612	SAMNDCA10100635	24	Yunjung Lee	No date	· ·	1/6/2012
SAMNDCA10101449 SAMNDCA10101456 8 Bora Kim 1/13/2009 Phone. Email titled "[mvoc] Mobile News on Jan. 14", by moc@samsung.com. Includes articles about the phone. 1/7/2012 Email titled "[mvoc] Mobile News on Nov. 26", by moc@samsung.com. Includes articles about the phone. 1/7/2012 Email titled "[mvoc] Mobile News on Nov. 26", by moc@samsung.com. Includes articles about the phone. 1/7/2012 Email titled "[mvoc] Mobile News on Nov. 27", by moc@samsung.com. Apple and the lectures from famous Universities of United States (ny League) for free [vol. 1197]. by seckens@samsung.com. Mentions Apple and the lectures from famous Universities of United States (ny League) for free [vol. 1197]. by seckens@samsung.com. Mentions Apple and the left phone. 1/7/2012 Email titled "[mvoc] Mobile News on Nov. 27", by moc@samsung.com. Includes articles about Apple and the left-none. 1/7/2012 Email titled "[mvoc] Mobile News on Nov. 28", by moc@samsung.com. Contains articles about Apple and the left-none. 1/7/2012 Email titled "[mvoc] Mobile News on Nov. 28", by moc@samsung.com. Contains articles about Apple and the left-none. 1/7/2012 Email titled "[mvoc] Mobile News on Nov. 28", by moc@samsung.com. Contains articles about Apple and the left-none. 1/7/2012 1	SAMNDCA10100791	SAMNDCA10100849	59	Yuniung Lee	1/6/2011		1/6/2012
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					Email titled "[R&D KMS Newsletter] Cornell Note	
					Taking Method PDF [Vol. 122]", by seckms@samsung.com. Mentions Apple and the	
SAMNDCA10101731	SAMNDCA10101732	2	Bora Kim	12/17/2008	iPhone.	1/7/2012
					Email titled "Communications Research Center	
					Newsletter Vol. 62 (08.12.11) - Wireless Energy	
SAMNDCA10101733	SAMNDCA10101734	2	Bora Kim	12/11/2008	Transfer Technology", by tnrnd.news@samsung.com. Mentions Apple.	1/7/2012
					Email titled "[mvoc] Mobile News on Dec. 18", by	
					mvoc@samsung.com. Contains articles about Apple	
SAMNDCA10101735	SAMNDCA10101750	16	Bora Kim	12/17/2008	and the iPhone. Email titled "[mvoc] Mobile News on Dec. 19", by	1/7/2012
					mvoc@samsung.com. Includes an article about the	
SAMNDCA10101751	SAMNDCA10101761	11	Bora Kim	12/18/2008	iPhone.	1/7/2012
					Email titled "[mvoc] Mobile News on Dec. 15", by	
SAMNDCA10101762	SAMNDCA10101780	19	Bora Kim	12/14/2008	mvoc@samsung.com. Contains articles about Apple and the iPhone.	1/7/2012
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					"Global GSM Product Roadmap v3.21", by Product	
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SAMNDCA10101781	SAMNDCA10101821	41	Bora Kim	4/25/2008	which the iPhone 3G is mentioned as a competitor.	1/7/2012
					"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	
SAMNDCA10101847	SAMNDCA10101897	51	Bora Kim	4/13/2009	Apple and the iPhone.	1/7/2012
					"Samsung 2H11 RFP Response", by an unknown author, dated September 14, 2010. Presentation	
SAMNDCA10101953	SAMNDCA10102064	112	Bora Kim	9/14/2010	document mentions the iPhone.	1/7/2012
					"AT&T Flagship", by Samsung Electronics.	
0.444100.44040005	0.0000000000000000000000000000000000000	-	D 16'	NI- data	Presentation document containing analysis of the	4/7/0040
SAMNDCA10102065	SAMNDCA10102071	7	Bora Kim	No date	iPhone 4. "Communication Megatrend in Europe <fusion of<="" td=""><td>1/7/2012</td></fusion>	1/7/2012
					styles and languages>", by Samsung Design Milano.	
SAMNDCA10102098	SAMNDCA10102164	67	Bora Kim	Jun-09	Mentions Apple.	1/7/2012
					"Media Review Workshop Munich 2009", by	
SAMNDCA10102165	SAMNDCA10102189	25	Bora Kim	Dec-09	Samsung Design Milano. Presentation document mentions Apple.	1/7/2012
5AWINDCA10102103	3AMINDOA10102109	25	Doia Kiiii	Dec-03	"Media Review Italy December 2009 Articles", by	1/1/2012
SAMNDCA10102273	SAMNDCA10102343	71	Bora Kim	Dec-09	Samsung Design Milano. Mentions Apple.	1/7/2012
					"Social + Lifestyle Trends 2012-2013", by sd:a.	
SAMNDCA10102344	SAMNDCA10102431	88	Bora Kim	No date	Mentions Apple, iPod and the iPhone.	1/7/2012
					"Mobile Phone Provider Study", by CCR for Samsung. This is a presentation document that	
					analyzes surveys of mobile phone users and mentions	
SAMNDCA10102599	SAMNDCA10102657	59	Bora Kim	Mar-10	the iPhone.	1/7/2012
					"2010 US Carrier Perception Study Findings prepared for Samsung Mobile Design Team", by	
SAMNDCA10102658	SAMNDCA10102692	35	Bora Kim	No date	lextant. Mentions the iPhone.	1/7/2012
					"Locket 2011 Smart Bar Phone Market Stories" by	
SAMNDCA10102693	SAMNDCA10102758	66	Bora Kim	No date	Samsung Design Delhi. Mentions the iPhone.	1/7/2012
					"Smart Bar Phone Research 2011Understanding	
					the Bar Phone and entry level smart phone Indian	
					Consumer", by Ipsos for Samsung. Mentions Apple,	
SAMNDCA10102759	SAMNDCA10102895	137	Bora Kim	7/15/2011	the iPod, and the iPhone.	1/7/2012
					"Smart Bar Research 2011", by Samsung Design Delhi. Presentation document contains discussion of	
SAMNDCA10102896	SAMNDCA10103034	139	Bora Kim	7/18/2011	Apple and the iPhone.	1/7/2012
					"European mass phone strategy Final	
					presentation", by Samsung. This presentation	
SAMNDCA10103035	SAMNDCA10103284	250	Bora Kim	7/20/2011	document contains consumer discussions about the iPhone and Apple.	1/7/2012
5, 15 6, 110 100000	5 15 0/ 110 100 204	_00	- Juliani	./20/2011	"2011 Global Industrial Design Trends Update", by	.,.,2012
					SdM. Mentions Apple and discusses the design of the	
SAMNDCA10103285	SAMNDCA10103431	147	Bora Kim	No date	iPad 2.	1/7/2012
					"Physical Interaction Trend Influencer 2013~2014",	
SAMNDCA10103432	SAMNDCA10103544	113	Bora Kim	No date	unknown author. Mentions the iPad 2.	1/7/2012
					"2013-14 Interaction Design Insight Physical	
					Interaction Trend", by Samsung Design America. Includes discussion of iPad 2's smart cover, Apple's	
SAMNDCA10103545	SAMNDCA10103684	140	Bora Kim	3/29/2011	MacBook Pro, and mentions the iPhone.	1/7/2012
5 25.1.0100010				5 5/ - 5		

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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
0.1.1.1.1.0.1.1.1.1.1.1.1.1.1.1.1.1.1.1		100	5 16	0/0/0044	"Cell Phone Cover Materials Trendbook 2013", by	4/7/0040
SAMNDCA10103813	SAMNDCA10103948	136	Bora Kim	6/0/2011	Samsung. Mentions Apple's Facetime system. "2012-13 North American CMF Palette", by HQ. sd:a/	1/7/2012
SAMNDCA10103949	SAMNDCA10104044	96	Bora Kim	7/21/2011	Laura Guido-Clark Design. Mentions a case for the iPhone.	1/7/2012
0.000,000,000,000	0.1111100.1010.1051	-	David King	No dete	"Product Application Research Expanded Habitats", by Designit. This is a presentation	4/7/0040
SAMNDCA10104045	SAMNDCA10104051	7	Bora Kim	No date	document that mentions a backcover for an iPad. "Product Application Research Essentially	1/7/2012
SAMNDCA10104052	SAMNDCA10104060	9	Bora Kim	No date	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
SAMME CATOTO 4001	SAMINDEATOTOTITI	01	DOIA NIII	0/22/2010	"Samsung CMF 2011/2012 Product Application Research & Analysis", by Designit. Mentions the iPhone 4 and a computer mouse made by Apple.	1/1/2012
SAMNDCA10104142	SAMNDCA10104215	74	Bora Kim	6/22/2010	Appears to be a near duplicate of SAMNDCA10104061.	1/7/2012
					"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	
SAMNDCA10104216	SAMNDCA10104355	140	Bora Kim	3/29/2011	a near duplicate of SAMNDCA10103545. "Emerging Trends & Attitudes Hot Sheet", by	1/7/2012
SAMNDCA10104356	SAMNDCA10104378	23	Bora Kim	Jun-11	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
0.1.11.120	0.000		.		"Archetype Design 2009", by Mobile Communication Cluster. Mentions the iPhone as a competitor. Appears	4 177 16
SAMNDCA10105070 SAMNDCA10105125	SAMNDCA10105124 SAMNDCA10105146	55 22	Bora Kim Bora Kim	No date No date	to be a duplicate of SAMNDCA10104835. "2009 Archetype Design Form Factor Suggestion", by Mobile Design Group Strategy MI Part. Presentation document mentions Apple's iPod.	1/7/2012
GAIVIND GA 10 103 125	CAMINDOA 10 103 140	LL	DOI A MIII	INU UALE	иоситент теннона дррге в 1600.	1/1/2012

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					"2009 Archetype Design Form Factor Suggestion", by Mobile Design Group Strategy MI Part. Presentation document mentions Apple's iPod. Appears to be a near	
SAMNDCA10105147	SAMNDCA10105188	42	Bora Kim	No date	duplicate of SAMNDCA10105125.	1/7/2012
					"Multimedia Analysis", by R&D Team II Mobile	
SAMNDCA10105294	SAMNDCA10105327	34	Bora Kim	Oct-06	Communication Division of Samsung Electronics. Contains market share analysis of the portable music player market and discusses Apple.	1/7/2012
					"Mobile Phone Design Preference Investigation Research Report - Trend Chaser & Pragmatic Fashionist -", prepared for Samsung Electronics by	
SAMNDCA10105365	SAMNDCA10105419	55	Bora Kim	Mar-09	Wise Insight. Mentions the iPhone. "Mobile Phone Design Preference Investigation	1/7/2012
					Research Report - Professional (MD & Editor) -", prepared for Samsung Electronics by Wise Insight.	
SAMNDCA10105420	SAMNDCA10105447	28	Bora Kim	Mar-09	Mentions the iPhone.	1/7/2012
04441004405440	0.0000000000000000000000000000000000000	400	Dana Kina	0/40/0000	"Final Research Report Supplement", by KAIST Products Design Department Design Media Research	4/7/0040
SAMNDCA10105448	SAMNDCA10105550	103	Bora Kim	6/12/2009	Center. Mentions the iPhone. "Final Research Report Supplement", by KAIST	1/7/2012
SAMNDCA10105551	SAMNDCA10105653	103	Bora Kim	6/12/2009	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
37 WILLDON TO 103034	37 WH 12 OA 10 10 30 32	- 55	Dora Mill	5/ 12/2003	1.555aron Conton Monacho dio il Mone.	11112012
CAMNIDO A 4040FCCC	CAMNIDCA 404.05724	20	Dava Kira	C/42/2000	"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 inhone. Appears to be	4/7/0040
SAMNDCA10105693 SAMNDCA10105782	SAMNDCA10105731 SAMNDCA10105806	39 25	Bora Kim Bora Kim	6/12/2009 No date	a duplicate of SAMNDCA10105654. "Skin", unknown author. Mentions Apple.	1/7/2012 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
					"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	
SAMNDCA10244413	SAMNDCA10244473	61	Jeeyeun Wamg	6/5/2009	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
					"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.	
SAMNDCA10244580	SAMNDCA10244585	6	Jeeyeun Wamg	4/4/2011	omail. Indudes comparison of Galaxy C and IFHORE 4.	1/13/2012
5/11/12 5/1102 TT000	S. WIND S. NOZ-1100	<u> </u>	Cooyean wang	17 17 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	17 10/2012
SAMNDCA10244586	SAMNDCA10244590	5	Jeeyeun Wamg	5/9/2011	win against iPhone.	1/13/2012

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					"Design Success Secret and UCD" by Jeeyeun	
					Wang, an email. Mentions a "The Economist" magazine article on Apple as the leader in design	
SAMNDCA10244591	SAMNDCA10244593	3	Jeeyeun Wamg	4/29/2011	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
					"[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"	
SAMNDCA10244640	SAMNDCA10244640	1	Jeeyeun Wamg	6/30/2011		1/13/2012
CANNIDOAACCAACAA	044410440044005	05	La constant Maria	No data	"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.	4/40/0040
SAMNDCA10244641	SAMNDCA10244665	25	Jeeyeun Wamg	No date	"What's our shape?" by Huichul Yang, an email dated	1/13/2012
SAMNDCA10244666	SAMNDCA10244667	2	Jeeyeun Wamg	7/6/2011	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
3AIVIINDCA 10244000	SAMINDOA 1024407 1	-	Jeeyeun wang	1/13/2011	"Plus X portfolio User Interface eXperience design"	1/13/2012
SAMNDCA10244672	SAMNDCA10244710	39	Jeeyeun Wamg	No date	no author, no date. Contains iPhone and iPad pictures of user interface.	1/13/2012
					"Korean Font Competitiveness Comparison (Apple Korean Font Upgrade Case" by Bong Hee Kim, an email Mentions Apple is upgrading Korean font with	
SAMNDCA10244711	SAMNDCA10244715	5	Jeeyeun Wamg	9/4/2011	OS beta 6.	1/13/2012
					"Korean Font Competitiveness Comparison" by UX Cluster - VX Cell, a presentation. Includes an analysis	
SAMNDCA10244716	SAMNDCA10244726	11	Jeeyeun Wamg	9/1/2011	of Apple's Korean font upgrade. "[Midas D-Winset Motion List Delivery]" by Ho Kim,	1/13/2012
SAMNDCA10244727	SAMNDCA10244729	3	Jeeyeun Wamg	9/20/2011	an email. Mentions iPad 2.	1/13/2012
					"Contact ver 1.0 UI Guideline ICS Touchwiz Android" by Hyungwoo Shin, a presenation. Mentions a search window hiding function, as in iPhone.	
SAMNDCA10244773	SAMNDCA10244880	108	Jeeyeun Wamg	9/6/2011	"Re: Opinion Request - ICS Front Key Policy Case"	1/13/2012
SAMNDCA10244881	SAMNDCA10244885	5	Jeeyeun Wamg	9/30/2011	by Donghwan Yang, an email. Mentions iPhone's Retina display.	1/13/2012
5/(WIND 5/(10244001	SAWIND SATISETY TO STATE OF THE SAME OF TH	<u> </u>	Secycum waring	3/30/2011	"Re: [2012 UX Announcement - Sprint Feedback]" by Donghoon Jang, an email. Mentions Apple's annoucement of Siri and Samsung's voice function's competitiveness against that of iPhone's.	1/13/2012
SAMNDCA10244886	SAMNDCA10244890	5	Jeeyeun Wamg	10/9/2011		1/13/2012
					"(Update Copy distribution and action item) Re: 2012 Business Feedback Compilation about UX" by Kyoungtaek Kim, an email. Mentions Apple's anoucement of Siri and Samsung's voice function's competitiveness against that of iPhone's.	
SAMNDCA10244891	SAMNDCA10244897	7	Jeeyeun Wamg	10/13/2011	WE and County Plant back in 197	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
					"Fwd: [Approval Notification]Siri (iPhone 4S) Benchmarking Evaluation Result Report" by	
SAMNDCA10245186	SAMNDCA10245189	4	Jeeyeun Wamg	11/2/2011	Sungsik Lee, an email. "Siri vs. Voice talk" by Global CS Team Advanced	1/13/2012
					Quality Group. This document compares Siri on the 4S against Samsung's Voice talk.	
SAMNDCA10245190	SAMNDCA10245213	24	Jeeyeun Wamg	10/31/2011	"Fwd: [meeting minutes] Tablet Service	1/13/2012
SAMNDCA10245228	SAMNDCA10245233	6	Jeeyeun Wamg	11/15/2011	Accessibility Improvement Plan Product Strategy Team Leader Report" by Eunjung Huh, an email. Mentions a presentation titled "Our Company's Tablet Service Competitivenss Analysis (iPad, Kindle Fire) 20111022 (final)".	1/13/2012
					"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.	
SAMNDCA10245249	SAMNDCA10245280	32	Jeeyeun Wamg	10/22/2011		1/13/2012

SAMNDCA10245296	SAMNDCA10245328	33	Jeeyeun Wamg	11/15/2011	"European Telecommunication Operation - Improvements on P8 (S/W P6800XXKK6)" by Samsung, a presentation. Mentions iPad.	1/13/2012
					"[Home Screen, Livepanel, Hero Widget Comfirmation Needed][Result Report] 11/16~17 Vodafone Global & Bouygues Carrier Meeting" by Hyoyoung Kim, an email. Mentions Apple iPhone	
SAMNDCA10245338	SAMNDCA10245341	4	Jeeyeun Wamg	11/18/2011	purchasers.	1/13/2012
					"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.	
SAMNDCA10245369	SAMNDCA10245384	16	Jeeyeun Wamg	12/16/2011		1/13/2012
SAMNDCA10245388	SAMNDCA10245432	45	Jeeyeun Wamg	No date	"Reaching People, Enriching Satisfaction METS HIT" by Mets HIT, no date. Mentions Apple iPhone.	1/13/2012
					"Fwd: [Confidential] Fwd: Fwd: [North America Product Planning NCD Task] Mirror Mirror Task Distribution" by Dahwun Kim, an email. Mentions	
SAMNDCA10245436	SAMNDCA10245439	4	Jeeyeun Wamg	11/16/2010	iPad.	1/13/2012
SAMNDCA10245440	SAMNDCA10245451	12	Jeeyeun Wamg	11/18/2010	"Re: Re: (Popup)Fwd: [Fraser] Winset inquiry" by Jeeyeun Wang, an email. Mentions analysis of iPhone.	1/13/2012
					"Pop-up Improvement (iPhone Analysis)" no author, a presentation. Contains analysis of iPhone.	
SAMNDCA10245452	SAMNDCA10245521	70	Jeeyeun Wamg	2/25/2010	"iPhone GUI Elements" no author, no date. Contains	1/13/2012
SAMNDCA10245522	SAMNDCA10245601	80	Jeeyeun Wamg	No date	analysis of iPhone's GUI elements.	1/13/2012
					"(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.	
SAMNDCA10245602	SAMNDCA10245604	3	Jeeyeun Wamg	12/6/2010	"[Morning Product Strategy Team Officers Meeting	1/13/2012
					Confirmation Direction Item Report]: Samsung Subsidiaries' Feedback Result on Regent GUI" by Manwoo Park. This is an email document. Mentions	
SAMNDCA10245620	SAMNDCA10245623	4	Jeeyeun Wamg	12/13/2010	differentiating from iPhone.	1/13/2012
SAMNDCA10245624	SAMNDCA10245625	2	Jeeyeun Wamg	No date	"New GUI for Regent", by Samsung, no date. Mentions GUI differentiation from iPhone.	1/13/2012
O	0, 11111 12 0, 11 02 10 020		occycum wamg		No title, no author. Stating that Beat's homescreen	17 10/2012
SAMNDCA10245660	SAMNDCA10245697	38	Jeeyeun Wamg	Oct-10	concept and structure, one hard key concept, and layout are similar to those of iPhone.	1/13/2012
SAMNDCA10245698	SAMNDCA10245706	9	Jeeyeun Wamg	12/20/2010	"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
SAMINDCA 10245090	SAIVINDCA 10245706	9	Jeeyeun warng	12/20/2010	"UX Report" no author. Mentions Apple and iPhone.	1/13/2012
SAMNDCA10245709	SAMNDCA10245755	47	Jeeyeun Wamg	12/29/2010	"Samsung Mobile B2B Solution UX Guideline 2.	1/13/2012
					Interface Design Guide" no author, no date.	
SAMNDCA10245782	SAMNDCA10245893	112	Jeeyeun Wamg	No date	Mentions iPhone graphic elements. "Fwd: Apple iOS4.3 Beta Change Details Report" by	1/13/2012
					Sungsik Lee, an email. Mentions iPad 2.	
SAMNDCA10245909	SAMNDCA10245910	2	Jeeyeun Wamg	1/19/2011	"Apple iOS 4.3 Beta Change Details (iOS 4.3	1/13/2012
					8F5132f)" by Jiyeon Yu, a presentation. Mentions	
SAMNDCA10245911	SAMNDCA10245935	25	Jeeyeun Wamg	1/19/2011	iPad 2. "iOS 4.3 beta Response Plan" by Design Group,	1/13/2012
SAMNDCA10245938	SAMNDCA10245951	14	Jeeyeun Wamg	1/21/2011	Samsung, a presentation. Mentions iPad and iPhone	1/13/2012
					"Re: This is Jeeyeun Wang." by Dongseok Ryu, an	
SAMNDCA10245952	SAMNDCA10245955	4	Jeeyeun Wamg	1/22/2011	email. Mentions iPad. "Written Report Case" by Sungsik Lee, an email.	1/13/2012
					Mentions Honeycomb vs. iPad competitivenss	
SAMNDCA10245956	SAMNDCA10245957	2	Jeeyeun Wamg	2/8/2011	comparison. "3rd Apple company Strategy Analysis Insight Report Share" by Jongseok Kim, an email. Mentions	1/13/2012
		_	[]		3rd Party Application, Apple TV, iPhone and iPad.	
SAMNDCA10245958	SAMNDCA10245960	3	Jeeyeun Wamg	2/11/2011	"[TechCrunch Article Share] 10 Reasons To Buy A	1/13/2012
SAMNDCA10245961	SAMNDCA10245964	4	Jeeyeun Wamg	2/21/2011	Tablet (And 5 Reasons Not To)" by Huichul Yang, an email. Mentions iPad and iPad 2.	1/13/2012
					"Re: Re: Re: Department Head-Supervised UX Review Meeting Attendance Request" by Chulhwan Lee, an email. Mentions Apple iPad 2 and iPhone 5	
SAMNDCA10245965	SAMNDCA10245968	4	Jeeyeun Wamg	2/24/2011	market information.	1/13/2012

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					"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.	
SAMNDCA10245969	SAMNDCA10245977	9	Jeeyeun Wamg	2/25/2011	Washing Comment City Bertleman Comment in the Leave	1/13/2012
					"Seine Camera GUI Battery Consumption Issue Case" by Youngmin Yoon, an email. Mentions iPhone	
SAMNDCA10245988	SAMNDCA10245992	5	Jeeyeun Wamg	3/3/2011	camcorder button.	1/13/2012
					"HTC Sense UI Carriers Response" by Design	
SAMNDCA10245996	SAMNDCA10246029	34	Jeeyeun Wamg	3/4/2011	Strategy Part, Samsung, a presentation. Mentions Apple iPhone.	1/13/2012
G/ IIII 12 G/ 11 G 1 G 1 G 1 G 1 G 1 G 1 G 1 G 1 G	07.1111.12.07.1702.10020		occycun runnig	0/ 1/20 1 1	"Galaxy S II Usability Evaluation (1) - Comparative	17 10/2012
SAMNDCA10246034	SAMNDCA10246096	63	Jeeyeun Wamg	Mar-11	Analysis of Ease of Use Compared to HTC" by Marketing Group, Strategy & MI Part, a presentation. Mentions iPhone users.	1/13/2012
					"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	
SAMNDCA10246097	SAMNDCA10246167	71	Jeeyeun Wamg	Mar-11	S II with iPhone.	1/13/2012
					"[SLP] Case for Icon Support through Font" by	
SAMNDCA10246168	SAMNDCA10246175	8	Jeeyeun Wamg	3/15/2011	Minhwa Jung, an email. Mentions iPhone. "Fwd: [Approval Notification]Seine Mobile Printing	1/13/2012
					Function Competitiveness Comparison Evaluation	
					Report" by Sungsik Lee, an email. Mentions	
SAMNDCA10246176	SAMNDCA10246179	4	Jeeyeun Wamg	4/4/2011	comparison of Seine against iPhone.	1/13/2012
0/ WIND 0/ (102 1017 0	C/WINDC/TTOL TOTTO		occycum wumg	17-172011	"Mobile Printing Function Competitiveness	17 10/2012
0.1.11.15.0.1.0.10.10.1	0444400404040			2244	Comparison (Seine vs iPhone)" by Root Quality	1/10/0010
SAMNDCA10246180	SAMNDCA10246187	8	Jeeyeun Wamg	2011	Group, a presentation. "SLP Tablet" no author, a presentation. Includes	1/13/2012
SAMNDCA10246197	SAMNDCA10246241	45	Jeeyeun Wamg	3/2/2011	comparison of Galaxy Tab with Apple iPad.	1/13/2012
					"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.	
SAMNDCA10246246	SAMNDCA10246266	21	Jeeyeun Wamg	4/9/2011		1/13/2012
0.0000000000000000000000000000000000000	0.444100.400.40000	0	1	4/4.4/004.4	"[USP TF] Useful-looking iPhone Apps" by	4/40/0040
SAMNDCA10246267	SAMNDCA10246268	2	Jeeyeun Wamg	4/14/2011	Taeyoung Ha, an email. "Samsung Signature Brand UX Consumer Trends &	1/13/2012
SAMNDCA10246273	SAMNDCA10246293	21	Jeeyeun Wamg	No date	User Values" by Catherine Scheider, STA Design & Strategy, Samsung Electronics Co., Ltd., a presentation. Mentions iPhone user.	1/13/2012
GAWIND GATOZ40270	OAWINDOA 10240233		occycun wang	140 date	"Contextual Awareness in UX Summary of notes	1/10/2012
SAMNDCA10246294	SAMNDCA10246300	7	Jeeyeun Wamg	No date	from Brand UX brainstorm session." no author, a presentation. Mentions Apple. "Summary of STA Market Insights Reports" by UX	1/13/2012
					Strategy Team Mobile Design Group, Samsung	
					Electronics Co., Ltd., a presentation. Mentions Apple.	
SAMNDCA10246301	SAMNDCA10246313	13	Jeeyeun Wamg	4/1/2011	"Post Launch Consumer Insights Summary" by	1/13/2012
					Samsung Mobile, a presentation. Mentions iPhone.	
SAMNDCA10246314	SAMNDCA10246337	24	Jeeyeun Wamg	Feb-11	HOOMA Windows Constitutions On the faction Constalling	1/13/2012
					"2011 Wireless Smartphone Satisfaction Study" by Telecommunication Department, J.D. Power and Associates, a report. Include a survey of iPhone	
SAMNDCA10246338	SAMNDCA10246445	108	Jeeyeun Wamg	Mar-11	ownners. "Tech Press Reviews Analysis Comparing reviews for	1/13/2012
					the Motorola Atrix 4G, the HTC Inspire 4G, and Samsung Captivate buhu" by Samsung, a presentation with no date. Mentions Apple iPhone 4.	
SAMNDCA10246456	SAMNDCA10246481	26	Jeeyeun Wamg	No date	· ·	1/13/2012
SAMNDCA10246482	SAMNDCA10246490	9	Jeeyeun Wamg	No date	"Samsung Captivate Reviews", no author, no date. Mentions iPhone.	1/13/2012
JAMINDOA 10240402	SAMINDOA 10240430	J	Jecyeun wang	ino date	No title, no author, a spreadsheet with no date.	1/ 10/2012
SAMNDCA10246604	SAMNDCA10246630	27	Jeeyeun Wamg	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
					"Samsung Messenger (ChatON) - Differentiation Policy Document - Ver1.0" by MSC - Common Platform Development Group, a presentation with no	
SAMNDCA10246694	SAMNDCA10246709	16	Jeeyeun Wamg	No date	date. Mentions iPhone.	1/13/2012

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1	1		1		Inc	
SAMNDCA10246715	SAMNDCA10246744	30	Jeeyeun Wamg	3/5/2010	"Google Mobile Applications" by Product Strategy Team SP Part, Google, a presentation. Mentions iPhone.	1/13/2012
SAMNDCA10246792	SAMNDCA10246828	37	Jeeyeun Wamg	5/18/2011	"European Telecommunication Operation P5 vs. iPad2" by Samsung, a presentation. Comparison of P5 against iPad 2.	1/13/2012
C/ WIN AD C/ CT OZ TOT OZ	C/ WINTE C/ TTOE TOOLS	01	occycum wamg	0/10/2011	"Fwd: [Approval Notification]Seine Multimedia	1710/2012
					Comparison Evaluation Report" by Sungsik Lee, an email. Mentions evaluation of Seine against iPhone.	
SAMNDCA10246829	SAMNDCA10246832	4	Jeeyeun Wamg	3/15/2011	White the Editor Committee Editor Committee Co	1/13/2012
					"Multimedia Editor Comparison Evaluation" by Root Quality Group, no date. Mentions the video editors and	
SAMNDCA10246833	SAMNDCA10246849	17	Jeeyeun Wamg	No date	photo editors in Seine and iPhone 4. "Dynamic Winset Natural and interesting flow of	1/13/2012
					experience" by Mobile Design Group, a presentation.	
SAMNDCA10246855	SAMNDCA10246883	29	Jeeyeun Wamg	6/29/2011	Mentions Apple iOS. "[Article Share] An iPhone Lover's Take On	1/13/2012
SAMNDCA10246887	SAMNDCA10246891	5	Jeeyeun Wamg	12/27/2010	Windows Phone" by Huichul Yang, an email.	1/13/2012
SAMNDCA10246892	SAMNDCA10246897	6	Jeeyeun Wamg	2/25/2011	"[S tab] Blog Article Share" by Yoonjung Choi, an email. Mentions iPad.	1/13/2012
			- coopean reamy		"[Article Share] Mobile World Congress: Most	
SAMNDCA10246898	SAMNDCA10246899	2	Jeeyeun Wamg	2/25/2011	Buzzed-About Phones, Tablets & Brands" by Huichul Yang, an email. Mentions iPad.	1/13/2012
					"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.	
SAMNDCA10246900	SAMNDCA10246904	5	Jeeyeun Wamg	2/27/2011	Willeformetical iDed 2 Major Footunes! by News Fire	1/13/2012
					"[Information] iPad 2 Major Features" by Neung Eun Kang, an email. Mentions iPad2 features.	
SAMNDCA10246908	SAMNDCA10246911	4	Jeeyeun Wamg	3/3/2011	"Fwd: iPad 2 Launch Summary Report" by Sungsik	1/13/2012
SAMNDCA10246912	SAMNDCA10246914	3	Jeeyeun Wamg	3/3/2011	Lee, an email.	1/13/2012
					"iPad 2 Launch Report" by Mobile Business Division, a report. A report on iPad 2 launch announced by	
SAMNDCA10246915	SAMNDCA10246927	13	Jeeyeun Wamg	3/3/2011	Steve Jobs on 3/2/2011.	1/13/2012
CAMAIDCAACCACCC	CAMBIDOAAGGACGG	2	January Wass	0/0/0044	"Fwd: 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.	4/42/2042
SAMNDCA10246928	SAMNDCA10246930	3	Jeeyeun Wamg	3/6/2011	No title, no author, a spread sheet with no date.	1/13/2012
SAMNDCA10246931	SAMNDCA10246958	28	Jeeyeun Wamg	No date	Mentions iPhone. "HTC Sense UI Carrier Companies Response" by	1/13/2012
SAMNDCA10247011	SAMNDCA10247044	34	Jeeyeun Wamg	3/4/2011	Design Strategy Part, Samsung, a presentation. Mentions iPhone.	1/13/2012
SAMNDCA10247045	SAMNDCA10247054	10	Jeeyeun Wamg	2010	"HTC Sense 2.0 Overview" by Samsung Telecommunications America, a presentation. Mentions Apple.	1/13/2012
					"Fwd: (Summary Report) STRI Executive Summary	
SAMNDCA10247091	SAMNDCA10247096	6	Jeeyeun Wamg	3/8/2011	(2011.3.8)" by Huichul Yang, an email. Mentions Apple's announcement of iPad 2.	1/13/2012
					"Intelligence Report Executive Summary Covering Feb. 24 to Mar. 3" by Samsung Telecom Research. Israel Executive Summary - a report with no date.	
SAMNDCA10247097	SAMNDCA10247099	3	Jeeyeun Wamg	No date	Mentions Apple's announcement of iPad 2.	1/13/2012
SAMNDCA10247112	SAMNDCA10247117	6	Jeeyeun Wamg	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
					"Re: Fwd: [Information] iOS 4.3 for iPhone, iPad	
SAMNDCA10247118	SAMNDCA10247137	20	Jeeyeun Wamg	3/14/2011	walkthrough" by Sun-young Yi, an email. "Apple iOS 4.3 Beta Change Details (iOS 4.3 beta 2 -	1/13/2012
SAMNDCA10247138	SAMNDCA10247163	26	Jeeyeun Wamg	1/20/2011	10M2508a)" by Jiyeon Yu, a presentation.	1/13/2012
5/1WINDON 10247 130	CAMINDOA10247 103	20	Socyoun wang	1/20/2011	"Apple company Server Base N-Screen Strategy	1/ 10/2012
SAMNDCA10247164	SAMNDCA10247166	3	Jeeyeun Wamg	3/22/2011	Insight Report" by JongSeok Kim, an email Mentions iPod, iPhone, iPad, iTV. "Fwd: Fwd: Re: Re: Design Related" by Kyoungtaek	1/13/2012
044440000000000000000000000000000000000	044441000000000000000000000000000000000			0/00/75	Kim, an email. Mentions iPad 2 and iPhone 5.	4/40/22:2
SAMNDCA10247167	SAMNDCA10247169	3	Jeeyeun Wamg	3/28/2011	"HTC Sense UI", by SDA , a presentation. Mention	1/13/2012
SAMNDCA10247170	SAMNDCA10247252	83	Jeeyeun Wamg	Jan-11	Apple iPhone. "HTC Sense FGI Key Finding" by KyoungAe Lim, a	1/13/2012
SAMNDCA10247253	SAMNDCA10247260	8	Jeeyeun Wamg	3/27/2011	presentation. Mentions iPhone.	1/13/2012

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					HUNGOCD ADUNCT Drawn & Drawn or Commitation !! had	
SAMNDCA10247261	SAMNDCA10247261	1	Jeeyeun Wamg	4/5/2011	"[INFOGRAPHIC] iPhone 5 Rumors Compilation" by JongSung Joo, an email.	1/13/2012
			, ,		"[Sharing the Article] HTML5: Technology that is	
CAMNIDC 440247262	CAMNIDCA 10247265	4	loovous Woma	11/11/2011	changing the Web", by Huichul Yang, an email.	1/13/2012
SAMNDCA10247262	SAMNDCA10247265	4	Jeeyeun Wamg	11/14/2011	Mentions Apple iPhone and iPad. "[Sharing the Article] What Is Missed and Not	1/13/2012
					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	
SAMNDCA10247266	SAMNDCA10247270	5	Jeeyeun Wamg	11/9/2011	iPhone 4.	1/13/2012
					"[Review] Amazon Kindle Fire, iPad's First True Competitor" by Huichul Yang. An email attaching an	
					article by Lance Ulanoff entitled "Amazon Kindle Fire,	
SAMNDCA10247271	SAMNDCA10247276	6	Jeeyeun Wamg	11/15/2011	iPad's First True Competitor [Review]."	1/13/2012
					"Re: Re: Request for Agenda for January's Quality	
SAMNDCA10247277	SAMNDCA10247278	2	Jeeyeun Wamg	1/7/2010	Innovation Conference" by Dong-Hoon Chang. An email that mentions the iPhone.	1/13/2012
			- coopean reaming	.,,	"Re: Fwd: Re: Re: Re: Request for Agenda for	
					January's Quality Innovation Conference" by	
SAMNDCA10247279	SAMNDCA10247282	4	Jeeyeun Wamg	1/7/2010	Kyoungtaek Kim. An email that refers to sending iPhone comparison materials.	1/13/2012
C/ (WII VD C/ (102 1/2/0	CHINING OF TIGE TIZES		occycum vvamg	17772010	"Touch Wiz 3.0" by Samsung Design Group.	17 10/2012
					Presentation comparing various features of the TW3.0	
SAMNDCA10247283	SAMNDCA10247372	90	Jeeyeun Wamg	12/8/2009	with the iPhone. "Fwd: Fwd: Summary of the Executive	1/13/2012
					Meeting Hosted By the Unit Manager" by Bong Hui	
					Kim. An email that compares the iPhone with the	
SAMNDCA10247373	SAMNDCA10247378	6	Jeeyeun Wamg	2/11/2010	Omnia. "Related to Eun Hae Jung's Recruitment" by Bong	1/13/2012
SAMNDCA10247379	SAMNDCA10247381	3	Jeeyeun Wamg	6/3/2010	Hi Kim. An email that mentions the iPhone.	1/13/2012
					"iPhone softkey Arrangement Rules" by Kyoungtaek	
SAMNDCA10247382	CAMNIDCA 10247292	1	loovous Woma	2/17/2010	Kim, an email that includes an analysis of the iPhone's	1/12/2012
3AIVINDCA10247302	SAMNDCA10247382		Jeeyeun Wamg	2/17/2010	softkey arrangement. "[info] ipad user experience guidelines" by Jung	1/13/2012
					Soon Kim. An email attaching the "iPad User	
SAMNDCA10247398	SAMNDCA10247400	3	Jeeyeun Wamg	2/23/2010	Experience Guidelines."	1/13/2012
					"Re: Re: ux love marks" by Seung Woo Shin, an email with a discussion of various features of the	
SAMNDCA10247401	SAMNDCA10247404	4	Jeeyeun Wamg	3/1/2010	iPhone.	1/13/2012
					IID - D lase made II by lase O IC II	
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
					"Samsung UX Lovemarks Design for Samsung	
0.4.4.1.0.4.7.4.0	04441004440047405	00	1	0/47/0040	Mobile" by Method, Inc., a project proposal that	4/40/0040
SAMNDCA10247413	SAMNDCA10247435	23	Jeeyeun Wamg	3/17/2010	mentions the iPhone. "Fwd: Rd: FW: [Representative Director CEO's	1/13/2012
					Mail] Notification of Receipted CEO's Email" by	
		_			Sungsik Lee, an email that includes a customer's	
SAMNDCA10247436	SAMNDCA10247440	5	Jeeyeun Wamg	4/21/2010	analysis of Apple and the iPhone.	1/13/2012
					"Re: Re: Fwd: Re: FW: [Representative Director	
					CEO's Mail] Notification of Receipted CEO's Email"	
SAMNDCA10247441	SAMNDCA10247447	7	Jeeyeun Wamg	4/22/2010	by Jeeyeun Wang, an email that includes a customer's analysis of Apple and the iPhone.	1/13/2012
SAMINDOA 10247 441	SAMINDOA 10247 447		Jeeyeun wang	4/22/2010	"Re: North American NCD Progress, Challenges	1/13/2012
					and Push-through" by Dong Seok Ryu, an email that	
SAMNDCA10247448	SAMNDCA10247451	4	Jeeyeun Wamg	4/28/2010	mentions the iPad.	1/13/2012
					"Wrap-up of the Challenges Related to Lovemark Item VI" by Jang Yoon Kwon, an email that discusses	
SAMNDCA10247452	SAMNDCA10247453	2	Jeeyeun Wamg	4/30/2010	the iPhone and the iPad.	1/13/2012
					"Re: Samsung - Mobile Device Icons - Proposals & Samples - Momentum Design Lab" by Min Song, an	
SAMNDCA10247454	SAMNDCA10247455	2	Jeeyeun Wamg	5/14/2010	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
5/ WII 12 5/110271 700	5/11/11/20/11/024/1402	- 3	Jooy Juni Wanig	0,00,2010	"Google Buys BumpTop, A 3D User Interface For	1/ 10/2012
					Chrome OS & Android?" by Jung Soon Kim. An	
					email forwarding an article titled "Google Buys BumpTop, A 3D User Interface For Chrome OS &	
SAMNDCA10247463	SAMNDCA10247463	1	Jeeyeun Wamg	7/2/2010	Android?" and which mentions the iPhone.	1/13/2012

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					"Fwd: Fwd: STRI CI Q2 Trends: Gryroscope, Smart TV, Emerging Markets, Security, Social Networks, and more" by Donghoon Chang, an email that	
SAMNDCA10247464	SAMNDCA10247467	4	Jeeyeun Wamg	8/14/2010	mentions Apple.	1/13/2012
					"[E=Lovemark Challenges] The Reason Spec- Challenged Apple Is Thriving" by Jung Soon Kim, an	
SAMNDCA10247468	SAMNDCA10247470	3	Jeeyeun Wamg	8/27/2010	email that mentions the iPhone. "[Lovemarks] Report to SVP, Mr. Dong-Hoon	1/13/2012
SAMNDCA10247471	SAMNDCA10247482	12	Jeeyeun Wamg	8/31/2010	Chang" by Dahwun Kim, an email that mentions the iPhone.	1/13/2012
			- coopean realized		"RE: [Lovemarks] Report to SVP, Mr. Dong-Hoon Chang" by Kandice Cota, an email that mentions the	.,
SAMNDCA10247483	SAMNDCA10247495	13	Jeeyeun Wamg	9/2/2010	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
3AWINDCA10247300	SAWINDCA 10247506	3	Jeeyeun wanig	9/21/2010	"Re: Touch Wiz 3.0 Development Case" by Sungsik	1/13/2012
SAMNDCA10247509	SAMNDCA10247511	3	Jeeyeun Wamg	1/13/2010	Lee, an email that mentions the iPhone.	1/13/2012
					"[Urgent] Touch Wiz 3.0 Development Materials Preparation Case" by Dong-Hoon Chang, an email	
SAMNDCA10247512	SAMNDCA10247516	5	Jeeyeun Wamg	1/14/2010	that mentions the iPhone.	1/13/2012
					"Relating to Text Input, Background Color	
CAMNIDC 440247547	CAMAIDCA 10247510	3	January Mama	1/10/2010	Unification Issue" by Jeeyeun Wang, an email that	1/12/2012
SAMNDCA10247517	SAMNDCA10247519	3	Jeeyeun Wamg	1/19/2010	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 Unsuk Jung, an email that mentions the iPhone.	1/13/2012
CAMAIDCAAOOA7500	CAMNIDCA 40247520	2	Januarya Wana	2/4/2040	"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	4/42/2042
SAMNDCA10247528	SAMNDCA10247530	3	Jeeyeun Wamg	2/4/2010	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. "To the UX Executives" by Sungsik Lee, an email	1/13/2012
SAMNDCA10247549	SAMNDCA10247552	4	Jeeyeun Wamg	3/2/2010	that discusses the iPhone.	1/13/2012
					"Fwd: [Authorized Notification]Amethyst(SGH-A947) vs i-Phone Report of the Results of the	
SAMNDCA10247553	SAMNDCA10247556	4	Jeeyeun Wamg	3/26/2010	Usage Evaluation, " by Donghoon Chang, an email that mentions the iPhone.	1/13/2012
SAMINDOA 10247 555	SAMINDOA 10247 330	-	Jeeyeun wanig	3/20/2010	that mentions the ir none.	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
					"Sharing the Basic Materials of the iPAD Analysis"	
CAMAIDOAAGGATTGA	CAMAIDOA 400 47505	^	lanus ver Mr	41010010	Hyebin Park, an email that mentions sharing the iPad	4/40/0015
SAMNDCA10247561	SAMNDCA10247562	2	Jeeyeun Wamg	4/8/2010	analysis materials. "Fwd: Sharing the Particulars of the President's	1/13/2012
]		Orders" by Donghoon Chang, an email that mentions	
SAMNDCA10247563	SAMNDCA10247565	3	Jeeyeun Wamg	9/6/2010	the iPad.	1/13/2012
					"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	
SAMNDCA10247566	SAMNDCA10247567	2	Jeeyeun Wamg	9/6/2010	interfaces when others are not."	1/13/2012
			, , ,		"Fwd: [Reminder] (Holding the 4th Project TF Meeting) Fwd: Sharing the Particulars of the President's Orders(9/23) and Request for	
	SAMNDCA10247570	3	Jeeyeun Wamg	9/24/2010	Progress, " by Donghoon Chang, an email that mentions the iPhone.	1/13/2012
SAMNDCA10247568	12 G, 11 GE 11 G1 G		200,0001 Waning	3,2 .,2010	"Fwd: Re: [Authorized Notification] Request for	., , 20 12
SAMNDCA10247568						
SAMNDCA10247568 SAMNDCA10247575	SAMNDCA10247577	3	Jeeyeun Wamg	9/17/2010	Wireless LAN" by Myungsu Ahn, an email that mentions the iPhone. "Fwd: Re: [Authorized Notification] Request for	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
3AMINDCA10247361	3AWINDCA 10247 362		Jeeyeun wang	4/1/2010	"Fwd: [Authorized Notification] Request for	1/13/2012
					Wireless LAN" by Dahwun Kim, an email that	
SAMNDCA10247583	SAMNDCA10247584	2	Jeeyeun Wamg	9/14/2010	mentions the iPhone.	1/13/2012
					"[info] Apple's Thorough user experience	
SAMNDCA10247585	CAMNIDCA 10247596	2	loovous Woma	2/24/2010	Administration" by Jung Soon Kim, an email that contains job listings from Apple.	1/12/2012
SAMINDCA 10247 505	SAMNDCA10247586		Jeeyeun Wamg	2/24/2010	"Re: Apple COO states no-interest in TV market" by	1/13/2012
SAMNDCA10247587	SAMNDCA10247590	4	Jeeyeun Wamg	2/24/2010	Sami, an email that discusses Apple.	1/13/2012
					"[For Fun] 2009 Hit Products In Japan" by Jung	
SAMNDCA10247591	SAMNDCA10247594	4	Jeeyeun Wamg	3/4/2010	Soon Kim, an email that mentions the iPhone.	1/13/2012
					WALL Street of IRIs and Contamonal Applications	
					"Analysis of iPhone Customers' Applications Usage Behavior and Tendencies" by Jung Soon Kim,	
SAMNDCA10247595	SAMNDCA10247596	2	Jeeyeun Wamg	3/3/2010	an email that contains a report on the iPhone.	1/13/2012
					"Fwd: [Report Attached] iPad Guided Tour" by Jung	
SAMNDCA10247597	SAMNDCA10247599	3	Jeeyeun Wamg	4/1/2010	Soon Kim, an email that mentions the iPad.	1/13/2012
					"[Trend] Report On the Market Share for	
SAMNDCA10247600	SAMNDCA10247601	2	Jeeyeun Wamg	4/6/2010	Smartphone's OS" by Dahwun Kim, an email that mentions Apple, iPhone and the iPad.	1/13/2012
G/WII VD G/Y 102 17 000	C/ WII VE C/ CT CZ T/ CC T		occycum vvamg	1/0/2010	"UX (Promotion?)" by Jung Soon Kim, an email that	1710/2012
SAMNDCA10247602	SAMNDCA10247606	5	Jeeyeun Wamg	5/3/2010	mentions Apple and the iPhone.	1/13/2012
					"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	
SAMNDCA10247607	SAMNDCA10247608	2	Jeeyeun Wamg	7/26/2010	Mind."	1/13/2012
G/WINDG/TIOZ 17 001	C/ IIVII V D O/ (102 1/ 000		occycum vvamg	1720/2010	Willia.	1710/2012
					"Sharing a Video Related to Mobile Phones" by	
SAMNDCA10247609	SAMNDCA10247609	1	Jeeyeun Wamg	8/2/2010	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 Jinkyoung Baek, an email that mentions the iPhone.	1/13/2012
SAMINDCA10247010	SAMINDOA 10247 010	3	Jeeyeun wanig	0/23/2010	"Fwd: 35th Weekly STA Marketing Insight" by	1/13/2012
					Jeongsun Kim, an email that mentions Apple, iPhone	
SAMNDCA10247619	SAMNDCA10247637	19	Jeeyeun Wamg	9/6/2010	and the iPad.	1/13/2012
SAMNDCA10247638	SAMNDCA10247639	2	loovous Woma	9/13/2010	"Re: Re: Future of Screen Technology" by Tae Won Um, an email that mentions the iPad.	1/13/2012
SAMINDCA 10247030	SAMINDCA 10247639		Jeeyeun Wamg	9/13/2010	om, an email that mentions the IPad.	1/13/2012
					"[Demo of the Galaxy Tab User Scenario] More	
					Than 300,000 YouTube Views and Related Papers"	
SAMNDCA10247640	SAMNDCA10247641	2	Jeeyeun Wamg	9/28/2010	by Min Cho, an email that mentions the iPad.	1/13/2012
					"[Information] iPhone4 vs. Window 7UX Screen	
SAMNDCA10247642	SAMNDCA10247643	2	Jeeyeun Wamg	9/29/2010	Comparison Video" by Anna Kang, an email.	1/13/2012
			- coopean realing		, and the state of	.,
					"[Reference] Smart Commerce" by Jung Soon Kim,	
SAMNDCA10247644	SAMNDCA10247646	3	Jeeyeun Wamg	10/4/2010	an email that mentions Apple, iPhone and the iPad.	1/13/2012
					"[Reference] Mobile Industry Hotspot (10/08)" by	
SAMNDCA10247647	SAMNDCA10247648	2	Jeeyeun Wamg	10/8/2010	Gisok Oh, an email that mentions Apple and the iPad.	1/13/2012
			, ,		11	
0.44.41.15.01.15.15.15	044411000000000000000000000000000000000		[10/15/55	"[Reference] Mobile Industry Hotspot (10/15)" by	4/40/22:2
SAMNDCA10247649	SAMNDCA10247650	2	Jeeyeun Wamg	10/15/2010	Gisok Oh, an email that mentions Apple and the iPad.	1/13/2012
					"[Info.] The Apple iPhone: Successes and Challenges for the Mobile Industry" by Bong Won	
SAMNDCA10247651	SAMNDCA10247653	3	Jeeyeun Wamg	4/15/2008	Lee, an email.	1/13/2012
					"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	
SAMNDCA10247654	SAMNDCA10247655	2	Jeeyeun Wamg	4/25/2008	mentions the iPhone.	1/13/2012
	,550		,			
					"Re: Re: Re: [MTOC] 2009 10 Keywords	
CAMADO 440047050	CAMAIDOA40047000	_	loovers Me	40/4/0000	Sharing and Request for Feedback" by Kyoungtaek	1/10/0010
SAMNDCA10247656	SAMNDCA10247662	7	Jeeyeun Wamg	12/1/2008	Kim, an email that mentions Apple and the iPhone. "Re: Fwd: Fwd: Smart icons" by Jeeyeun Wang, an	1/13/2012
SAMNDCA10247664	SAMNDCA10247666	3	Jeeyeun Wamg	9/11/2008	email that mentions the iPhone.	1/13/2012
			,	,	"[Perhaps Business] Google's 5 Newest	
					Technologies" by Joong-hun Kwon, an email that	
SAMNDCA10247667	SAMNDCA10247668	2	Jeeyeun Wamg	12/10/2009	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
OCIVIINDOM 1024/0/	UNIVIDUA 1024/0/3	ی ا	i occycun wanig	7/22/2000	poman mai memiono Appie anu me irnone.	1/13/2012

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
					"Fwd: Fwd: Re: Fwd: Re: Fwd: At AT&T Eternity Competitiveness Strengthening Measures" by Dong	
SAMNDCA10247679	SAMNDCA10247681	3	Jeeyeun Wamg	11/25/2008	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
					"Re: Re: Re: Re: Entry Touch UI" by Dong Hoon	
SAMNDCA10247685	SAMNDCA10247688	4	Jeeyeun Wamg	12/2/2008	Chang, an email that mentions Apple and the iPhone. "RE: Re: RE: RE: [Genie] Additional wallpapers	1/13/2012
SAMNDCA10247689	SAMNDCA10247704	16	Jeeyeun Wamg	12/14/2008	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
					"[Global UX] Sending the Second Feedback From the Development Team" by Han Joon Ku, an email	
SAMNDCA10247720	SAMNDCA10247727	8	Jeeyeun Wamg	1/19/2009	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
					"[Authorized Notification][Project Completion Expense Report] American GUI Framework	
SAMNDCA10248122	SAMNDCA10248126	5	Jeeyeun Wamg	5/17/2010	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 Factors2007.06.01- 11.30" by Jami Rhee, no date. Mentions the iPhone.	1/13/2012
SANINDCA 10240 140	SAMINDOA 10240 100	21	Seeyeun waing	NO date	"Make it Emotional UX" by Andersson et al. A report that mentions the iPhone.	1/13/2012
SAMNDCA10248167	SAMNDCA10248173	7	Jeeyeun Wamg	6/5/2009	"UX Competitiveness Securing Plan" by Wireless	1/13/2012
SAMNDCA10248178	SAMNDCA10248187	10	Jeeyeun Wamg	3/30/2011	Design Group. Depicts features of the iPhone and the iPad.	1/13/2012
					"UX Competitiveness Securing Plan" by Wireless Design Group. Depicts features of the iPhone and the	
SAMNDCA10248188	SAMNDCA10248220	33	Jeeyeun Wamg	3/30/2011	iPad. "Competitor Wallpaper Research" by UX	1/13/2012
SAMNDCA10248221	SAMNDCA10248248	28	Jeeyeun Wamg	8/24/2010	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
S 13 G. (10270700)	J 13 07 11 02 TOOLE	- 07	Jooy July Wally	may 10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions Apple, iPhone and the	., .0,2012
					iPad. Research report that discusses the iPhone's	

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SAMNDCA10248551	SAMNDCA10248586	36	Jeeyeun Wamg	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the iPhone.	1/13/2012
C/ (WII VD C/ (102 1000 1	C/ 11/11/12 10000	- 00	occycum warng	way 10	"Global Design Insight" by KIDP and WiseUX global.	17 10/2012
					Research report that mentions the Apple, iPhone and	
SAMNDCA10248587	SAMNDCA10248614	28	Jeeyeun Wamg	May-10	the iPad.	1/13/2012
SAMNDCA10248615	SAMNDCA10248650	36	Jeeyeun Wamg	May-10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the iPhone.	1/13/2012
SAMNIDC	SAMNDCA10248689	39	Jeeyeun Wamg	Mov 10	"Global Design Insight" by KIDP and WiseUX global. Research report that mentions the iPhone.	1/13/2012
SAMNDCA10248651	SAMINDCA 10240009	39	Jeeyeun warng	May-10	"Global Design Insight" by KIDP and WiseUX global.	1/13/2012
					Research report that mentions the iPhone and the	
SAMNDCA10248690	SAMNDCA10248717	28	Jeeyeun Wamg	May-10	iPad.	1/13/2012
					"Competitor Analysis: Visual Mapping 2007" by	
SAMNDCA10248718	SAMNDCA10248749	32	Jeeyeun Wamg	2007	Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10248750	SAMNDCA10248796	47	Jeeyeun Wamg	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
3AMINDCA10240730	SAMINDOA 10240790	41	Jeeyeun wanig	NO date	"Competitor Analysis, Design & Layout. 2009 Gui	1/13/2012
					Framework" Author illegible, Date illegible. This presentation analyzes GUI designs of various phones including the Apple iPhone. Appears to be a duplicate	
SAMNDCA10248797	SAMNDCA10248843	47	Jeeyeun Wamg	No date	of SAMNDCA10248750	1/13/2012
					"GUI Study, Competitor Analysis. 2010 Normal	
					Archetype GUI" By Tanya Anderson et al. This presentation evaluates current on-the-market	
SAMNDCA10248844	SAMNDCA10248913	70	Jeeyeun Wamg	Dec-08	competitor devices, including the Apple iPhone.	1/13/2012
C/IIIII C/TTOZ TOOTT	O/ WII VE O/ CTOE TOO TO		occycum vvamg	200 00	competitor devices, including the Apple in Hone.	1710/2012
					"GUI Framework 2011, Competitor Analysis. GUI Framework 2011/GUI Study" By Diana Ng, Dated 8/20/2009. This presentation analyzes competitors'	
SAMNDCA10248914	SAMNDCA10248984	71	Jeeyeun Wamg	8/20/2009	devices, including the Apple iPhone 3Gs.	1/13/2012
SAMNDCA10248985	SAMNDCA10249060	76	Jeeyeun Wamg	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	Jeeyeun Wamg	9/8/2011	"Android-TW Contacts" By Samsung. This presentation discusses the Contacts function for Android-TW.	1/13/2012
SAMINDOA 10249001	SAMINDOA 10243200	200	Jeeyeun wanig	3/0/2011	"UX Design Part Excellence Idea Top Prize" no	1/13/2012
SAMNDCA10249261	SAMNDCA10249316	56	Jeeyeun Wamg	2011	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
					"Icon Strategy" no author, no date. Includes Apple in	
SAMNDCA10249317	SAMNDCA10249328	12	Jeeyeun Wamg	No date	the icon trends matrix. Compares iPhone icons to Samsung icons.	1/13/2012
					"Mobile UX Standard." By Samsung Mobile UX	
SAMNDCA10249329	SAMNDCA10249358	30	Jeeyeun Wamg	4/19/2011	Design. Contains iPhone display size. "Mobile UX Standard." By Samsung Mobile UX	1/13/2012
					Design. Contains iPhone display size. Appears to be a	
SAMNDCA10249359	SAMNDCA10249389	31	Jeeyeun Wamg	4/19/2011	near duplicate of SAMNDCA10249329	1/13/2012
SAMNDCA10249390	SAMNDCA10249421	32	Jeeyeun Wamg	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
CAMAIDOA (00 (0) (0)	CAMADOCA 4004047	50	la avenus Massa	Da : 44	"Ch@ton 2.0 UX Master." By MSC Service UX Group. This presentation discusses the development of Ch@ton, a Samsung messenger. Contains an	4/40/0040
SAMNDCA10249422	SAMNDCA10249477	56	Jeeyeun Wamg	Dec-11	image of iPhone chat screen.	1/13/2012
SAMNDCA10249594	SAMNDCA10249615	22	Jeeyeun Wamg	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
					"M(ST800) UX Improvement Recommendations." By Wireless Design Group. Contains heights of iPhone smallest font size, icon text, icon button, list menu, and	
SAMNDCA10249621	SAMNDCA10249643	23	Jeeyeun Wamg	5/25/2011	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
					"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	
SAMNDCA10249666	SAMNDCA10249687	22	Jeeyeun Wamg	5/25/2011	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
CANNIDCA400407FC	CAMNIDCA 40040750	4	lanuaum Manan	No data	"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	4/42/2042
SAMNDCA10249756	SAMNDCA10249756	1	Jeeyeun Wamg	No date	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
					"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	
SAMNDCA10249826	SAMNDCA10249850	25	Jeeyeun Wamg	11/11/2010	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
0.1111/170.1400.10000				14/20/2010	"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	4.440.400.40
SAMNDCA10249922	SAMNDCA10249933	12	Jeeyeun Wamg	11/29/2010	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
SAMNIDO A 10050501	SAMNIDO A 10050500	40	loovous Mars	No deta	"Next UX: Beat Part 2." Author unknown. Date unknown. Includes iOS in the analysis of competitors. Appears to be a near duplicate of SAMNIDC 410350479	1/12/2012
SAMNDCA10250521	SAMNDCA10250563	43	Jeeyeun Wamg	No date	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 "Next UX: Beat Part 2." Author unknown. Date	1/13/2012
SAMNIDO A 10250610	SAMNIDO A 4035055 4	39	Jooyoup Warra	No data	"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
SAMNDCA10250616	SAMNDCA10250654	১৪	Jeeyeun Wamg	No date	onniiai (U IFTIUTIE.	1/13/2012

SAMNDCA10250655	SAMNDCA10250689	25	Jeeyeun Wamq	No data	"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.	1/12/2012
SAMINDCA10250655	SAMNDCA10250689	35	Jeeyeun wamg	No date	"Next Generation UX." Author unknown. Date unknown. Lists iOS as a link in the smartphone OS	1/13/2012
SAMNDCA10250690	SAMNDCA10250724	35	Jeeyeun Wamg	No date	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 Wamq	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
G. W. V. D. G. V. O. D. G.	G/ WWW.12 G/ 11 G2 G G T G	- 00	cooyean rraing	. To date		17 10/2012
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
					"Review of Seine GUI." By UX Technology Part. Date unknown. This presentation reviews possible modifications to Seine GUI. Contains analysis of	
SAMNDCA10250896	SAMNDCA10250943	48	Jeeyeun Wamg	No date	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
					"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	
SAMNDCA10251120	SAMNDCA10251169	50	Jeeyeun Wamg	No date	device.	1/13/2012

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	T	1	ı			
					"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	
SAMNDCA10251170	SAMNDCA10251209	40	Jeeyeun Wamg	2/14/2011	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
			,		"Honeycomb UX Preview (with P3 2010.11.25)." By Advanced UX Development Lab. A presentation about Honeycomb. Includes comparison of the major	
SAMNDCA10251474	SAMNDCA10251509	36	Jeeyeun Wamg	11/30/2010	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
					"Cinematic UX (3D)." Author unknown. Date unknown. A presentation re: proposal of Cinematic UX (3D) and competitors' status. Mentions that next iPad	
SAMNDCA10251647	SAMNDCA10251649	3	Jeeyeun Wamg	No date	rumored to feature 3D display and UX. "4. Handwriting." By Samsung. Date unknown. A	1/13/2012
					presentation re: handwriting function and video conferencing function. Mentions that iPad as a competitor while discussing handwriting and video	
SAMNDCA10251650	SAMNDCA10251658	9	Jeeyeun Wamg	No date	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
SAMNIDC 440254600	SAMNIDC A 40254729	39	Jaeveus Woma	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
SAMNDCA10251698	SAMNDCA10251736	১প	Jeeyeun Wamg	Dec-10	Inphears to be a flear aubilicate of SalvinDCA10251659	1/13/2012

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	1		1	ı		
					"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.	
SAMNDCA10251737	SAMNDCA10251774	38	Jeeyeun Wamg	Dec-10	Appears to be a near duplicate of SAMNDCA10251659	1/13/2012
					"1. Multi Windows." Author unknown. Date	
					unknown. A presentation re: various screen functions.	
SAMNDCA10251775	SAMNDCA10251779	5	Jeeyeun Wamg	No date	Mentions the iPad.	1/13/2012
					"6. Motion UX." By Samsung. Date unknown. A	
					presentation re: motion in tablets, including iPad and	
SAMNDCA10251780	SAMNDCA10251785	6	Jeeveun Wama	No date	P1. Compares different aspects of motion interface between iPad and P1.	1/13/2012
3AWINDCA10231760	SAWINDCA 10251765	- 6	Jeeyeun wang	ino date	between iPau and PT.	1/13/2012
					"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	
SAMNDCA10251786	SAMNDCA10251821	36	Jeeyeun Wamg	12/22/2010	me in the Appendix as part of competitors analysis.	1/13/2012
					"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	
SAMNDCA10251822	SAMNDCA10251863	42	Jeeyeun Wamg	12/29/2010	analysis.	1/13/2012
			, ,		"Seine User Evaluation Issue." Author unknown.	
					Date unknown. An excel spreadsheet containing	
					information re: user feedback issues. Mentions the	
0444100440054004	0444100440054040	=0		N	iPhone in discussing the user interface of a Samsung	1/10/2012
SAMNDCA10251864	SAMNDCA10251913	50	Jeeyeun Wamg	No date	device.	1/13/2012
					"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	
CAMNIDOAAOOEAOAA	CAMANDOAAOOFAOFO	40	1	0/4.4/004.4	and Voice Recorder to U1 and Optimus 2X. Appears	4/42/2042
SAMNDCA10251914	SAMNDCA10251953	40	Jeeyeun Wamg	2/14/2011	to be a near duplicate of SAMNDCA10251170.	1/13/2012
					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	
SAMNDCA10251954	SAMNDCA10251984	31	Jeeyeun Wamg	No date	as fun vis-a-vis iPhone.	1/13/2012
					"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	
SAMNDCA10251985	SAMNDCA10252048	64	Jeeyeun Wamg	5/26/2011	categories.	1/13/2012
					"iPad vs. Honeycomb, P5 UX Competitiveness	
0.4.4.4.005.00.40	0.4.4.1.005.04.4.0	70	1	0/40/0044	Comparison." By Samsung. Compares iPad UX with	4/40/0040
SAMNDCA10252049	SAMNDCA10252118	70	Jeeyeun Wamg	2/10/2011	Honeycomb UX.	1/13/2012
					"Nove Tablet IIV Streets on " Dr. Dradust Streets on	
					"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	
SAMNDCA10252119	SAMNDCA10252160	42	Jeeyeun Wamg	12/29/2010	SAMNDCA10251822.	1/13/2012
					"Next Tablet IIV Strete and " Do Doodlest Class	
					"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	
SAMNDCA10252161	SAMNDCA10252202	42	Jeeyeun Wamg	12/29/2010	SAMNDCA10251822.	1/13/2012
					No title. Author unknown. Date unknown. An excel	
SAMNDCA10252203	SAMNDCA10252220	18	Jeeyeun Wamg	No date	spreadsheet of applications and functions of Galaxy S and iPhone 4.	1/13/2012
SAWINDOA 10232203	CAIVII VE OA 10202220	-10	Joeycan wang	140 date	No title. Author unknown. Date unknown. An excel	1/10/2012
					spreadsheet of applications and functions of Galaxy S	
SAMNDCA10252221	SAMNDCA10252239	19	Jeeyeun Wamg	No date	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
			- coopean coming		"Honeycomb UX - Browser." Author unknown. Date	.,
SAMNDCA10252277	SAMNDCA10252288	12	Jeeyeun Wamg	No date	unknown. A presentation re: Honeycomb UX's browser. Compares HC Browser to iPad.	1/13/2012
					"Honeycomb UX - Camera." Author Unknown. Date	
					unknown. A presentation re: Honeycomb UX's camera. Compares camera visual interaction of	
SAMNDCA10252289	SAMNDCA10252294	6	Jeeyeun Wamg	No date	iPhone, U1, and Desire HD.	1/13/2012
					"Honeycomb UX - Clock." Author unknown. Date unknown. A presentation re: Honeycomb UX's clock.	
SAMNDCA10252295	SAMNDCA10252302	8	Jeeyeun Wamg	No date	Compares clocks of Honeycomb, Galaxy, and iPhone.	1/13/2012
					, , , , , , , , , , , , , , , , , , , ,	
					"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	
SAMNDCA10252303	SAMNDCA10252305	3	Jeeyeun Wamg	5/29/2010	can compete against iPhone3GS.	1/13/2012
GAANUPO A 40050000				5 /10/0010	"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	1440,0040
SAMNDCA10252306	SAMNDCA10252350	45	Jeeyeun Wamg	5/12/2010	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. "Icon Research." Author illegible. Date unknown. A	1/13/2012
SAMNDCA10252354	SAMNDCA10252386	33	Jeeyeun Wamg	No date	presentation containing different icons including Apple's.	1/13/2012
3AMINDCA 10252354	SAIVINDCA 10252300	- 33	Jeeyeun wanig	ino date	"Icon Research 2nd Stage." Author illegible. Date	1/13/2012
					unknown. A presentation containing different icons	
SAMNDCA10252387	SAMNDCA10252461	75	Jeeyeun Wamg	No date	including Apple's.	1/13/2012
					"iPhone Icons." Author illegible. Date unknown. A presentation analyzing Apple iPhone's icons, their	
SAMNDCA10252462	SAMNDCA10252484	23	Jeeyeun Wamg	No date	sizes, metaphors, badges, and list icons.	1/13/2012
					2 22, 22, 22, 22, 22	
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 "Samsung mobile icon design for 2011." Author	1/13/2012
					illegible. Date unknown. A presentation discussing	
					icon design. Shows iPhone icons and a drawing of	
SAMNDCA10252511	SAMNDCA10252525	15	Jeeyeun Wamg	No date	iPhone icon container.	1/13/2012
					"Icon Research." Author illegible. Date unknown. A presentation containing different icons including	
SAMNDCA10252526	SAMNDCA10252582	57	Jeeyeun Wamg	No date	Apple's.	1/13/2012
					"Mobile Weather Applications: User-Interface	
					Guidelines." By AccuWeather.com. A presentation	
SAMNDCA10252583	SAMNDCA10252604	22	Jeeyeun Wamg	4/29/2010	re: weather application. Shows AccuWeather iPhone/iPad application.	1/13/2012
SAIVINDON 10232303	SAIVINDOM 10232004		Jeeyeun wanig	714314010	No title. By Podo Tree. Date unknown. Shows iOS	1/ 13/2012
SAMNDCA10252655	SAMNDCA10252751	97	Jeeyeun Wamg	4/29/2010	applications.	1/13/2012
					"Mobile UX Standard: Smallest Sized Font for Legibility and Readability." By Samsung. A presentation re: font sizing. Analyzes iPhone font sizes	
SAMNDCA10252752	SAMNDCA10252781	30	Jeeyeun Wamg	10/19/2010	and dimensions.	1/13/2012
					"Apple Strategy Analysis Report: Trend, Service and Product." By Product Development Group, NBI	
SAMNDCA10252782	SAMNDCA10252802	21	Jeeyeun Wamg	10/11/2008	Part. Discusses Apple business model and Apple products.	1/13/2012
J 12 07 11 02 02 1 02	J 13 O/ 110202002		, Jos, Jan Wang	.5/11/2000	IF :	., . 0, 20 12

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					"GA3: Quality Satisfaction Evaluation Result." By S/W Inspection 1 Group. A presentation re: analyzing the quality of Giorgio Armani Galaxy S and	
SAMNDCA10252803	SAMNDCA10252841	39	Jeeyeun Wamg	11/5/2010	comparisons to iPhone. "Apple New Biz Forecast and Plan to Differentiate our Company." By Product Development Group, NBI	1/13/2012
SAMNDCA10252842	SAMNDCA10252861	20	Jeeyeun Wamg	12/21/2010	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.his is a presentation document that analyzes font sizes for legibility and readability, including analysis of iPhone.	1/13/2012
SAIVINDCA10252662	SAIVINDCA 10252691	30	Jeeyeun warng	10/19/2010		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. "Samsung Mobile UX Principle" by Samsung Mobile	1/13/2012
SAMNDC	SAMNIDC	99	Jeeyeun Wamg	9/8/2011	UX Design. This is a presentation document that lists basic and practical UX principles. Mentions iPhone 3Gs, 4, and iPad.	1/13/2012
SAMNDCA10252976	SAMNDCA10253074	23	Jeeyeun wanig	3/0/2011	503, 4, and if ad.	1/ 13/2012
\$4MND\$440952075	\$4MNIDC440353473	98	January Wama	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
SAMNDCA10253075	SAMNDCA10253172	98	Jeeyeun Wamg	9/1/2011	SAMINDCA10252976.	1/13/2012
0.000,000,000,000,000,000	0444100440050000	00	In a second Manager	No data	"Prepared for Samsung - Mobile Device Usage: Final Report" by Murphy Research, undated. This is a presentation document that analyzes app cluster and	1/10/0010
SAMNDCA10253173	SAMNDCA10253208	36	Jeeyeun Wamg	No date	user group characteristics. Mentions the iPhone. "Exploring application usage on mobile devices	1/13/2012
CAMNIDC 440052000	CAMNIDOA 400F2070	74	January Wassa	C/40/0044	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	4/42/2042
SAMNDCA10253209	SAMNDCA10253279	71	Jeeyeun Wamg	6/10/2011	iPhone and iPad users. "Mobile research - Italy" by Samsung, undated. This	1/13/2012
SAMNDCA10253280	SAMNDCA10253346	67	Jeeyeun Wamg	No date	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
					"Understanding UX Design" by Design Group: Mobile Communication Division. This is a presentation document that analyzes mobile user experience and	
SAMNDCA10253428	SAMNDCA10253467	40	Jeeyeun Wamg	7/12/2010	UX design based on examples of Apple and iPhone.	1/13/2012

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					"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,	
SAMNDCA10253468	SAMNDCA10253499	32	Jeeyeun Wamg	5/26/2010	including analysis of iPhone UX.	1/13/2012
					"SLP Platform" by Design Group: Mobile Communication Division. This is a presentation	
					document that analyzes new SLP UX. Mentions iPhone	
SAMNDCA10253500	SAMNDCA10253534	35	Jeeyeun Wamg	7/8/2010	UX.	1/13/2012
					"Outline of Software Platform" by Design Group: Mobile Communication Division. This is a presentation	
					document that analyzes software platforms and	
SAMNDCA10253535	SAMNDCA10253549	15	Jeeyeun Wamg	6/16/2010	introduces Samsung software platforms. Includes analysis of iPhone OS.	1/13/2012
GAWIN DOATIO 200000	GAWINDOA 10200040	10	occycun wang	0/10/2010	"Samsung Mobile Strategy" by Design Group: Mobile	1/13/2012
					Communication Division. This is a presentation	
					document that analyzes mobile trends and UX strategies based on analysis of Apple and iPhone.	
SAMNDCA10253550	SAMNDCA10253614	65	Jeeyeun Wamg	7/15/2010	Mentions iPad.	1/13/2012
					"iPhone Human Interface Guidelines: User	
					Experience " by Apple Inc. This is an Apple guideline that introduces the iPhone OS platform and user	
SAMNDCA10253615	SAMNDCA10253714	100	Jeeyeun Wamg	3/12/2008	interface.	1/13/2012
					"Apple Human Interface Guidelines: User	
					Experience " by Apple Inc. This is an Apple guideline that introduces application design, the Macintosh	
SAMNDCA10253715	SAMNDCA10254116	402	Jeeyeun Wamg	3/11/2008	experience, and the Aqua interface.	1/13/2012
					"Understanding Display" by Design Group: Mobile Communication Division. This is a presentation	
					document that introduces different types of display.	
SAMNDCA10254117	SAMNDCA10254136	20	Jeeyeun Wamg	7/9/2010	Mentions iPhone.	1/13/2012
					"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	
SAMNDCA10254137	SAMNDCA10254156	20	Jeeyeun Wamg	No date	duplicate of SAMNDCA10254117. "Samsung GDI 2011: US Expert Group HHP" by	1/13/2012
					Design management center. This is a presentation	
					document that analyzes US experts' evaluations of	
SAMNDCA10254157	SAMNDCA10254200	44	Jeeyeun Wamg	Sep-11	electronic products, including Apple's iPhone4 and iPad2.	1/13/2012
			,	•	"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	
SAMNDCA10254201	SAMNDCA10254250	50	Jeeyeun Wamg	Sep-11	iPhone4 and iPad2.	1/13/2012
					"Samsung GDI 2011: KOR Expert Group HHP" by Design Management Center. This is a presentation	
					document that analyzes experts' evaluations of	
SAMNDCA10254251	SAMNDCA10254279	29	Jeeyeun Wamg	Son-11	electronic products in Korea, including Apple's iPhone4 and iPad2.	1/13/2012
GAIVIND GA 10234251	5AWINDCA 10254279	29	Jeeyeun wanig	Sep-11	anu ii duz.	1/13/2012
					"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.	
SAMNDCA10254280	SAMNDCA10254299	20	Jeeyeun Wamg	Sep-10	Includes analysis of Apple and iPhone.	1/13/2012
					"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.	
SAMNDCA10254307	SAMNDCA10254313	7	Jeeyeun Wamg	11/19/2010	Includes analysis of Apple and iPhone.	1/13/2012
					"'Iconic Numeric Font' (DI3 phase - Easy	
					smart/Harmony/Nature)" by UX Cluster - VX Cell.	
0.44410.04.4007.40.1	04441004 (005 (05)		1	40/40/2011	This is a presentation document that analyzes an	4/40/0040
SAMNDCA10254314	SAMNDCA10254331	18	Jeeyeun Wamg	12/12/2011	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
			- cccycan reamig		No title; no author; no date. This is a presentation	.,
SAMNDCA10254586	SAMNDCA10254677	92	Jeeyeun Wamg	No date	document that analyzes smartphone and tablet targets in the US and France, including iPhone users and potential Apple product purchasers.	1/13/2012
G/WIND G/TT020 1000	OF WIND OF CTOZO TOTA	- OZ	occycum vvamg	110 date	No title; no author; no date. This is a presentation	17 10/2012
SAMNDCA10254678	SAMNDCA10254703	26	Jeeyeun Wamg	No date	document that analyzes smartphone targets. Includes users' comments on iPad.	1/13/2012
					"Enterprise Application Solution TF" by Samsung NA UX Team. This is a presentation document that	
					analyzes B2B applications. Includes analysis of	
SAMNDCA10254704	SAMNDCA10254735	32	Jeeyeun Wamg	10/31/2011	iPhone. "Next Visual Interaction: Progress Report"; no	1/13/2012
SAMNDCA10254736	CAMNIDO A 4005 4704	40	Januarya Wanan	2/47/2044	author. This is a presentation document that analyzes trends to develop visual interaction. Includes analysis	4/42/2042
5AMINDCA10254736	SAMNDCA10254781	46	Jeeyeun Wamg	3/17/2011	of Apple iOS. "Measures ensuring UX competitiveness" by	1/13/2012
					MooSun Design Group. This is a presentation document that analyzes competitors' UX and plans strategies to ensure UX competitiveness. Includes	
SAMNDCA10254782	SAMNDCA10254814	33	Jeeyeun Wamg	3/30/2011	analysis of Apple, iPhone, and iPad.	1/13/2012
CAMNIDO A 400E 404E	CAMANDCA 4005 4000		Jeeyeun Wamg	No doto	No title; no author; no date. Includes images of	4/42/2042
SAMNDCA10254815	SAMNDCA10254820	6	Jeeyeun wamg	No date	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
					"iOS 4.3 beta analysis" by Design Strategy Part. This is a presentation document that analyzes iOS 4.3 beta.	
SAMNDCA10254827	SAMNDCA10254840	14	Jeeyeun Wamg	1/18/2011	Includes analysis of new features of iPhone and iPad.	1/13/2012
2440000404	0.1.11.12.0.1.00.5.100.5			4/00/0044	"iOS 4.3 beta analysis" by Design Group. This is a presentation document that analyzes iOS 4.3 beta.	1/10/0010
SAMNDCA10254841	SAMNDCA10254865	25	Jeeyeun Wamg	1/20/2011	Includes analysis of new features of iPhone and iPad.	1/13/2012
					"UX Monthly Observation & Analysis" by Samsung Design China: UX Part. This is a presentation	
SAMNDCA10254868	SAMNDCA10254887	20	Jeeyeun Wamg	6/30/2011	document that analyzes new products. Mentions iPhone4 and Apple's market share.	1/13/2012
					No title; no author; no date. Includes analysis of iOS	
SAMNDCA10254888	SAMNDCA10254918	31	Jeeyeun Wamg	No date	4.3 Home Sharing Feature; Apple's location-based dock concept; and Garageband on iPad 2.	1/13/2012
2 2 200			,		"Tablet vs Phone: Key Features Comparison"; no author. This is a presentation document that compares tablets to phones. Shows comparison of iPhone and	
SAMNDCA10254919	SAMNDCA10254926	8	Jeeyeun Wamg	No date	iPad.	1/13/2012
					No title; no author; no date. Mentions and shows	·
SAMNDCA10254927	SAMNDCA10254935	9	Jeeyeun Wamg	No date	images of iPad containing Jamie magazine information .	1/13/2012
					"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	
SAMNDCA10254936	SAMNDCA10254951	16	Jeeyeun Wamg	3/26/2011	mentions iPad. No title; no author; no date. This is a presentation	1/13/2012
SAMNDCA10254952	SAMNDCA10254953	2	Jeeyeun Wamg	No date	document that analyzes UX. Includes analysis of Apple and compares iOS to Samsung. "Report on P4 UX Competitiveness" by MooSun	1/13/2012
					Design Group. This is a presentation document that analyzes UX Competitiveness. Mentions Apple and	
SAMNDCA10254954	SAMNDCA10254968	15	Jeeyeun Wamg	4/7/2011	iPad. Appears to be a near duplicate of SAMNDCA10255003.	1/13/2012

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					"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	
SAMNDCA10254969	SAMNDCA10255002	34	Jeeyeun Wamg	3/30/2011	near duplicate of SAMNDCA10254782.	1/13/2012
					"Report on P4 UX Competitiveness" by MooSun Design Group. This is a presentation document that	
					analyzes UX Competitiveness. Mentions Apple and	
SAMNDCA10255003	SAMNDCA10255024	22	Jeeyeun Wamg	4/7/2011	iPad.	1/13/2012
					"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	
SAMNDCA10255025	SAMNDCA10255046	22	Jeeyeun Wamg	4/7/2011	SAMNDCA10255003.	1/13/2012
					"Seine UX Final checks" by Android UX cell. This is a	
					presentation document that analyzes Seine's UX	
SAMNDCA10255047	SAMNDCA10255074	28	Jeeyeun Wamg	4/4/2011	competitiveness. Compares Seine to iPhone.	1/13/2012
					"Colovy Tob 40.4 (D4): Proporation for iPod Email	
					"Galaxy Tab 10.1 (P4): Preparation for iPad Email Differentiation Message Emphasis Plan" by	
					Marketing Group. This is a presentation document that	
SAMNDCA10255075	SAMNDCA10255088	14	Jeeyeun Wamg	Mar-11	analyzes Email App for P4. Includes analysis of iPad.	1/13/2012
					"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	
SAMNDCA10255089	SAMNDCA10255121	33	Jeeyeun Wamg	3/30/2011	near duplicate of SAMNDCA10254782.	1/13/2012
					"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	
SAMNDCA10255122	SAMNDCA10255154	33	Jeeyeun Wamg	3/30/2011	analysis of Apple, iPhone, and iPad. Appears to be a near duplicate of SAMNDCA10254782.	1/13/2012
OAWINDOA 10200 122	GAWINDOA 10233134	- 00	occycun wang	3/30/2011	"Measures ensuring Samsung Android UX	1/10/2012
					competitiveness" by Product-Strategy Team Design	
					Group. This is a presentation document that analyzes	
					UX competitivenes for Samsung Android. Includes analysis of Apple iOS and compares iOS to Samsung	
SAMNDCA10255155	SAMNDCA10255174	20	Jeeyeun Wamg	4/1/2011	TouchWiz.	1/13/2012
					"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	
SAMNDCA10255175	SAMNDCA10255200	26	Jeeyeun Wamg	No date	Motorola Atrix 4G, HTC Inspire 4G, and Samsung Captivate. Includes comparison of Captivate to iPhone.	1/13/2012
					The same state of the same sta	
					"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	
SAMNDCA10255201	SAMNDCA10255221	21	Jeeyeun Wamg	No date	and mentions Apple users. "Fashion Accessories: Beyond Pink"; no author.	1/13/2012
					This is a presentation document that analyzes ideas	
					and designes for accessories. Mentions and shows	
SAMNDCA10255222	SAMNDCA10255255	34	Jeeyeun Wamg	No date	iPhone and iPad cases.	1/13/2012
					"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	
SAMNDCA10255256	SAMNDCA10255327	72	Jeeyeun Wamg	Oct-10	and includes analysis of the Apple accessory market.	1/13/2012
					No title; no author; no date. Includes iPad and iPhone	
SAMNDCA10255328	SAMNDCA10255341	14	Jeeyeun Wamg	No date	users' comments indicating how they use and what they think of iPad and iPhone.	1/13/2012
OAIVINDOA 10200020	CAMINDOA 10200041	14	occycuii waiilg	INO Uale	parcy wallik of it accancel fiolite.	1/10/2012

			1	ı	In so a la s ection I	1
					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	
SAMNDCA10255342	SAMNDCA10255479	138	Jeeyeun Wamg	No date	iPad.	1/13/2012
					No title; no author; no date. This is a presentation document that analyzes sensor. Includes analysis of	
SAMNDCA10255480	SAMNDCA10255501	22	Jeeyeun Wamg	No date	iPhone.	1/13/2012
					"Contents/Service Strategy: Social Hub promotion	
					strategy" by Media Solution Center. This is a	
0.44410.0440.055500	0.4441004.4005554.0		1	No. 40	presentation document that analyzes social hub	4/40/0040
SAMNDCA10255502	SAMNDCA10255512	11	Jeeyeun Wamg	Nov-10	promotion strategies. Mentions Apple. "Samsung Mobile Design Roadmap: Desk	1/13/2012
					Research for Media"; no author. This is a	
					presentation document that analyzes mobile media.	
SAMNDCA10255513	SAMNDCA10255535	23	Jeeyeun Wamg	No date	Mentions Apple.	1/13/2012
					"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	
SAMNDCA10255536	SAMNDCA10255550	15	Jeeyeun Wamg	No date	SAMNDCA10255513.	1/13/2012
					"Media & Internet: How Teenagers Consume	
					Media" by Morgan Stanley Research. This is a	
SAMNDCA10255551	SAMNDCA10255558	8	Jeeyeun Wamg	7/10/2009	research article that analyzes teenagers' media consumption. Mentions iPhone.	1/13/2012
SAMINDOA 10233331	3AWINDOA 10233330	0	Jeeyeun Wang	7/10/2009	"Mobile Monday Seoul Presentation" by Jun Park,	1/13/2012
					metaio-Asia. This is a presentation document that	
					analyzes augmented reality. Mentions iPhone and	
SAMNDCA10255559	SAMNDCA10255577	19	Jeeyeun Wamg	12/6/2010	iPad.	1/13/2012
					"One Touch Connect: Talk with everything" by	
					SD/UX Cluster. This is a presentation document that	
SAMNDCA10255578	SAMNDCA10255593	16	Jeeyeun Wamg	11/18/2010	analyzes plans for NFC. Mentions iPhone and iPad.	1/13/2012
					"Groundswell: the Next Smartphone" by Smart	
					Design. This is a presentation document that analyzes Samsung's opportunity for an iconic mass smartphone.	
SAMNDCA10255594	SAMNDCA10255680	87	Jeeyeun Wamg	4/1/2011	Includes users' comments on iPhone.	1/13/2012
					"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+.	
SAMNDCA10255681	SAMNDCA10255701	21	Jeeyeun Wamg	No date	Includes analysis of iOS5.	1/13/2012
					"SLP Tablet: Signature"; no author. This is a	
SAMNDCA10255702	SAMNDCA10255704	3	Jeeveun Wama	3/2/2011-5/31/2011	presentation document that analyzes SLP tablets. Includes comparison of Apple to Samsung.	1/13/2012
G/ WII VE G/ (102007 02	67 WH 42 67 (102 667 6 1		Cocycum Warnig	0/2/2011 0/01/2011	inolades companion of Apple to Cambung.	17 10/2012
					"SLP Tablet: Signature"; no author. This is a	
					presentation document that analyzes SLP tablets.	
SAMNDCA10255705	SAMNDCA10255707	3	Jeeveun Wama	3/2/2011-5/31/2011	Includes comparison of Apple to Samsung. Appears to be a near duplicate of SAMNDCA10255702.	1/13/2012
SAIVINDOA 10233703	3AWINDOA 10233707		Jeeyeun wang	3/2/2011-3/31/2011	"SLP Tablet: Signature"; no author. This is a	1/13/2012
					presentation document that analyzes SLP tablets.	
SAMNDCA10255708	SAMNDCA10255735	28	Jeeyeun Wamg	3/2/2011-5/31/2011	Includes analysis of iPad.	1/13/2012
					IICI D Tablet. Cimpeturally a south or This is a	
					"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	
SAMNDCA10255736	SAMNDCA10255770	35	Jeeyeun Wamg	3/2/2011-5/31/2011	near duplicate of SAMNDCA10255771.	1/13/2012
					"SLP Tablet: Signature"; no author. This is a presentation document that analyzes SLP tablets.	
					Includes comparison of Apple iOS to Samsung Android	
SAMNDCA10255771	SAMNDCA10255810	40	Jeeyeun Wamg	3/2/2011-5/31/2011	and Apple tablet to Samsung tablet.	1/13/2012
					"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	
SAMNDCA10255811	SAMNDCA10255850	40	Jeeyeun Wamg	3/2/2011-5/31/2011	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
					"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	
SAMNDCA10255885	SAMNDCA10255900	16	Jeeyeun Wamg	3/23/2011	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
					No title; no author; no date. This is a presentation document that analyzes the the Cloud function and real	
SAMNDCA10256150	SAMNDCA10256151	2	Jeeyeun Wamg	No date	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
5. WIND 67110200200	3.41020200	VT	200youn wang	177,2011	"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	17 10/2012
SAMNDCA10256269	SAMNDCA10256316	48	Jeeyeun Wamg	4/7/2011	SAMNDCA10256152.	1/13/2012

					"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	
SAMNDCA10256317	SAMNDCA10256358	42	Jeeyeun Wamg	4/21/2011	SAMNDCA10256403.	1/13/2012
					"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.	
SAMNDCA10256359	SAMNDCA10256402	44	Jeeyeun Wamg	4/21/2011	Appears to be a near duplicate of SAMNDCA10256403.	1/13/2012
0, 11111 12 0, 11 02 0 0 0 0	07 11111 12 07 11 02 00 10 2		occycun rrunig	72172011	G. W. 1. 1. 0. 2. 0. 1.	17.10/2012
SAMNDCA10256403	SAMNDCA10256447	45	Jeeyeun 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	Jeeyeun 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	Jeeyeun 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
			- coopean reamy		"2012 UX USP ideation" by USP TF. This is a	.,
SAMNDCA10256521	SAMNDCA10256560	40	Jeeyeun Wamg	4/15/2011	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
0, 11111 12 0, 11 02 0 0 0 2 1			occycun rramg	171072011	"2012 UX USP Suggestions" by Design Group. This	17 10/2012
SAMNDCA10256561	SAMNDCA10256614	54	Jeeyeun Wamg	4/29/2011	is a presentation document that analyzes suggestions for USP. Includes analysis of iPhone and iOS and mentions iDisk and Apple MobileMe.	1/13/2012
O/WINDO/(10230301	O/IIIIINDO/(10230014	34	occycum vvamg	4/23/2011	mentions iblack and Apple Wobilewie.	1/13/2012
SAMNDCA10256615	SAMNDCA10256668	54	Jeeyeun 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
3AMINDOA 10230013	SAMINDOA 10230000	34	Jeeyeun wang	4/29/2011	near duplicate of Salvindoa 10230301.	1/13/2012
SAMNDCA10256669	SAMNDCA10256720	52	Jeeyeun 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	Jeeyeun 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
					No title; no author; no date. This is a presentation	
SAMNDCA10256774	SAMNDCA10256776	3	Jeeyeun Wamg	No date	document that analyzes UX. Compares Apple iOS to Samsung.	1/13/2012
					"2012 UX USP Proposal" by Design Group. Discusses	
0.1.11.12.0.1.11.11.11	0444100			4/00/22	competitors' UX, including Apple's iOS and apps.	
SAMNDCA10256777	SAMNDCA10256826	50	Jeeyeun Wamg	4/29/2011	"2012 UX USP Proposal" by Design Group.	1/13/2012
SAMNDCA10256827	SAMNDCA10256880	54	Jeeyeun Wamg	4/29/2011	Discusses competitors' UX, including Apple's iOS and apps. Appears to be a near duplicate of SAMNDCA10256777 with additional slides.	1/13/2012
					"2012 UX USP Proposal" by Design Group. Discusses competitors' UX, including Apple's iOS and apps. Appears to be a near duplicate of	
SAMNDCA10256881	SAMNDCA10256933	53	Jeeyeun Wamg	4/29/2011	SAMNDCA10256777 with additional slides.	1/13/2012
SAMNDCA10256934	SAMNDCA10256975	42	Jeeyeun Wamg	5/27/2011	"2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS.	1/13/2012
					"2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS. Appears to be a near duplicate of SAMNDCA10256934 with	
SAMNDCA10256976	SAMNDCA10257014	39	Jeeyeun Wamg	5/27/2011	fewer slides. "2012 UX USP Proposal" by Design Group. Mentions competitors' features, including Apple's iOS. Appears	1/13/2012
					to be a near duplicate of SAMNDCA10256934.	
SAMNDCA10257015	SAMNDCA10257056	42	Jeeyeun Wamg	5/27/2011		1/13/2012

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					"2012 UX USP Proposal" by Design Group. Mentions	
					competitors' features, including Apple's iOS. Appears	
					to be a near duplicate of SAMNDCA10256934.	
SAMNDCA10257057	SAMNDCA10257099	43	Jeeyeun Wamg	5/27/2011		1/13/2012
					"2012 UX USP Proposal" by Design Group. Mentions	
					competitors' features, including Apple's iOS. Appears	
					to be a near duplicate of SAMNDCA10256934 with	
SAMNDCA10257100	SAMNDCA10257135	36	Jeeyeun Wamg	5/27/2011	fewer slides.	1/13/2012
					"2012 UX USP Proposal" by Design Group. Provides	
CAMAIDCA 100E710C	SAMNDCA10257182	47	loovous Moma	4/22/2011	a competitor analysis, including Apple's iOS.	1/12/2012
SAMNDCA10257136	SAIVINDCA 10257 162	47	Jeeyeun Wamg	4/23/2011	"2012 UX USP Proposal" by Design Group. Mentions	1/13/2012
					competitors' features, including Apple's iOS. Appears	
					to be a near duplicate of SAMNDCA10256934 with	
SAMNDCA10257183	SAMNDCA10257218	36	Jeeyeun Wamg	5/27/2011	fewer slides.	1/13/2012
C/ IIIII I D C/ (1020/ 100	O/ WINTED OF CTOZOT Z TO	- 00	cocycum wang	0/21/2011	"iOS5 + iCloud UX Response Plan" by UX Design	1/10/2012
					Part. Discusses the features of Apple iOS5 and iCloud.	
SAMNDCA10257219	SAMNDCA10257240	22	Jeeyeun Wamg	6/10/2011		1/13/2012
			j		Presentation document analyzes advanced gestures	
					and split keyboard for iPad. Appears to be near	
					duplicate of portions of SAMNDCA10257219.	
SAMNDCA10257241	SAMNDCA10257244	4	Jeeyeun Wamg	No date		1/13/2012
					"iOS5 + iCloud" by UX Design Part. Discusses the	
SAMNDCA10257245	SAMNDCA10257267	23	Jeeyeun Wamg	6/7/2011	features of Apple iOS5 and iCloud.	1/13/2012
					"Current Status of UX Differentiation Based on	
					Technology/Solution" by unknown author. Compares	
					competitors' features, including Apple's iOS.	
SAMNDCA10257268	SAMNDCA10257269	2	Jeeyeun Wamg	No date		1/13/2012
					"2012 UX USP Proposal" by Design Group. Mentions	
					competitors' features, including Apple's iOS. Appears	
CAMAIDCAAOOEZOZO	CAMAIDCA 40057000	20	1	F/07/0044	to be a near duplicate of SAMNDCA10256934 with fewer slides.	4/42/2042
SAMNDCA10257270	SAMNDCA10257308	39	Jeeyeun Wamg	5/27/2011	"2011 Smartphone CS Project Final Report" by	1/13/2012
					Korean Productivity Center. Discusses a survey re:	
SAMNDCA10257309	SAMNDCA10257380	72	Jeeyeun Wamg	4/28/2011	Samsung Galaxy S and Apple iPhone 4.	1/13/2012
GAIVINDOA 1020 1303	O/MININDO/MIO237300	12	occycun wang	4/20/2011	"Chapter6. Strategic Analysis" by unknown author.	1/10/2012
					Discusses a survey re: Samsung and Apple	
SAMNDCA10257381	SAMNDCA10257552	172	Jeeyeun Wamg	No date	smartphones.	1/13/2012
			, , , , , , , , , , , , , , , , , , ,		"5. Action Item1 : signature UX: Strengthen	
					Signature UX" by unknown author. Discusses Apple's	
					service UX, including iTunes, iBooks, and App Store.	
SAMNDCA10257553	SAMNDCA10257556	4	Jeeyeun Wamg	No date		1/13/2012
					"iPhone 5 Forecast" by unknown author. Discusses	
SAMNDCA10257557	SAMNDCA10257557	1	Jeeyeun Wamg	No date	some rumors about iPhone 5.	1/13/2012
					"S2 Backgrounds" by unknown author. Compares the	
					backgrounds of competitors, including iPhone 5 (iOS).	
SAMNDCA10257558	SAMNDCA10257561	4	Jeeyeun Wamg	No date		1/13/2012
					"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	
SAMNDCA10257562	SAMNDCA10257584	23	Jeeyeun Wamg	3/1/2011	the iPad.	1/13/2012
3AIVINDCA 10237302	3AIVINDCA 10237304	23	Jeeyeun wang	3/1/2011	"Various Widgets" by unknown author. Mentions how	1/13/2012
					iPhone has been upgraded from 3GS, 4G to 4 COMA.	
SAMNDCA10257585	SAMNDCA10257590	6	Jeeyeun Wamg	No date	in the trade been approached from each trade in a community	1/13/2012
G/ 1111 (2 G/ 11 G2G / GGG	G/ IIII 12 G/ 11 G2 G / G G G		cooyean manig	710 0010	"Desire HD UX" by Development Management Group.	171072012
					Analyzes HTC's Desire; briefly mentions the iPhone's	
SAMNDCA10257591	SAMNDCA10257665	75	Jeeyeun Wamg	11/12/2010	bluetooth button.	1/13/2012
			j		"Siri - iPhone4S" by Usability Evaluation team at S/W	
					Engineering Group. Analyzes iPhone 4S's Siri and	
SAMNDCA10257666	SAMNDCA10257682	17	Jeeyeun Wamg	11/2/2011	compares it to Voice Talk.	1/13/2012
					"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.	
SAMNDCA10257683	SAMNDCA10257715	33	Jeeyeun Wamg	10/4/2011		1/13/2012
					"IPHONE 4S ANNOUNCEMENT" by Samsung.	
					Analyzes iPhone 4S, its new features, and compares it	
SAMNDCA10257716	SAMNDCA10257729	14	Jeeyeun Wamg	No date	to iPhone 4.	1/13/2012
1						
					"iPhone 4S" by Design Strategy Part. Reviews the	
SAMNDCA10257732	SAMNDCA10257747	16	Jeeyeun Wamg	10/5/2011	main features of iPhone 4S.	1/13/2012
SAMNDCA10257732 SAMNDCA10257748	SAMNDCA10257747 SAMNDCA10257768	16 21	Jeeyeun Wamg	10/5/2011		1/13/2012

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	T	1	T	T	Inc	
CAMAIDC 440257760	CAMAIDC A 10257701	22	January Wama	9/2/2011	"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.	1/12/2012
SAMNDCA10257769	SAMNDCA10257791	23	Jeeyeun Wamg	8/2/2011	"Strategy Meeting Material" by Product Strategy	1/13/2012
					Team. Discusses Samsung's 2010 performance	
					results compared to Apple iPhone and iPad and	
0.1.11.12.0.1.00.5.77.00	0444100440057040			4/00/0044	mentions iPad and iPhone in discussing 2011	1/10/0010
SAMNDCA10257792	SAMNDCA10257849	58	Jeeyeun Wamg	1/26/2011	strategies. "iPad Vs P1 UX Construction - Concept" by unknown	1/13/2012
SAMNDCA10257850	SAMNDCA10257858	9	Jeeyeun Wamg	No date	author. Analyzes iPhone and iPad's UX.	1/13/2012
G/ IIII 12 G/ 11 G2 G 7 G G G	G/ IIII (2 G/ 1 (0 2 G / 0 0 G	- ŭ	- cooyean rraing	110 0010	"P1 UX Application Plan" by Product Strategy Team.	1,10,2012
SAMNDCA10257859	SAMNDCA10257872	14	Jeeyeun Wamg	3/13/2010	Compares the iPad to P1.	1/13/2012
					"Sidekick meeting 3/9/10" by unknown author.	
CAMAIDOAAOOEZOZO	CAMANDOAAOOEZOZZ	_	1	No dete	Mentions how Sidekick's brand awareness trails only Blackberry and iPhone.	4/40/0040
SAMNDCA10257873	SAMNDCA10257877	5	Jeeyeun Wamg	No date	"User Research: Smartphone PUI/UX Usage	1/13/2012
					Quantitative Analysis" by Design Group HF Lab.	
					Discusses a US/UK online survey of Android and	
SAMNDCA10257878	SAMNDCA10258065	188	Jeeyeun Wamg	Jul-10	iPhone users.	1/13/2012
					"Samsung UX Lovemarks for Smart phones:	
					lovemarks - the future beyond brands" by unknown author. Mentions why users prefer the iPhone over	
SAMNDCA10258066	SAMNDCA10258100	35	Jeeyeun Wamg	No date	Galaxy S.	1/13/2012
C/ WINTE C/ TTOZOGGG	C/ IIIII D C/ TTO ZOO TOO	- 00	occycum wamg	110 date	"eBook Final Report" by Sang Ho Lee and Jaewon	17 10/2012
					Kang at Samsung Design America, Rebecca Pezdek,	
					Jon Howarth, Alex Hussain, Sogra Nishath, and Brian	
					Chiarizia at HumanCentric. Discusses the iPad's eBook feature.	
SAMNDCA10258101	SAMNDCA10258118	18	Jeeyeun Wamg	6/18/2010	ebook realure.	1/13/2012
OAWINDOA 10230101	GAIVIND OATO 250110	10	occycum wamg	0/10/2010	"lifestyle 2.0 Visual Profiles - Professional: Value	1/13/2012
					Maximizer, Simplicity Seeker, Voice Centric" by	
					unknown author. Discusses profiles of phone users,	
SAMNDCA10258119	SAMNDCA10258185	67	Jeeyeun Wamg	No date	including iPhone users.	1/13/2012
					"lifestyle 2.0 Visual Profiles - Essential: Value Maximizer, Simplicity Seeker, Voice Centric" by	
					unknown author. Discusses profiles of phone users,	
SAMNDCA10258186	SAMNDCA10258242	57	Jeeyeun Wamg	No date	including iPhone users.	1/13/2012
					"lifestyle 2.0 Visual Profiles - Social: Social Media	
					Tribe, Expressionist" by unknown author. Discusses	
SAMNDCA10258243	SAMNDCA10258285	43	Jeeyeun Wamg	No date	profiles of phone users, including iPhone users.	1/13/2012
SAMINDOA 10230243	3AWINDOA 10230203	40	Jeeyeun wang	NO date	"30 IDEAS: Next Level AD Platform" by Samsung.	1/13/2012
SAMNDCA10258286	SAMNDCA10258326	41	Jeeyeun Wamg	No date	Mentions the Pandora app in iPhones.	1/13/2012
					"SAMSUNG MOBILE: MOBILE RESEARCH &	
					APPROACH REPORT - UX CONCEPT: NEXT LEVEL	
0.4.4.4.0.5.0.0.7	0.4.4.4.005.0000	00	1	0040	AD" by gotomedia at Samsung. Discusses Apple's iAd.	1/10/0010
SAMNDCA10258327	SAMNDCA10258388	62	Jeeyeun Wamg	2010	"sd:a KEY PROJECT: MOBILE IN HARMONY" by	1/13/2012
					unknown author. Discusses the smartphone market	
SAMNDCA10258389	SAMNDCA10258398	10	Jeeyeun Wamg	No date	and mentions iPhone design.	1/13/2012
					"sd:a Cloud Frame: 5" ~ 6" Smart Planner	<u> </u>
044410044005005	0444100440050454		1	No. 1.	Appendix" by sd:a. Discusses how people use the	4/40/0040
SAMNDCA10258399	SAMNDCA10258484	86	Jeeyeun Wamg	No date	iPad. "Media In Harmony: USA insights and	1/13/2012
					opportunities" by Samsung Design America	
					Elemental8. This presentation discusses research on	
					American mobile media behavior, including iPhone	
SAMNDCA10258485	SAMNDCA10258542	58	Jeeyeun Wamg	7/14/2010	users.	1/13/2012
					"Mobile Media Content: Creating new mobile	
					content convergence experience. User Research Report >> Platform >> User Behavior >> Design	
					Opportunity" by Samsung Design America. Mentions	
					transfering of pictures on an iPad.	
SAMNDCA10258543	SAMNDCA10258610	68	Jeeyeun Wamg	7/14/2010		1/13/2012
				-	"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.	
SAMNDCA10258611	SAMNDCA10258776	166	Jeeyeun Wamg	5/12/2010	,	1/13/2012

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					"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.	
SAMNDCA10258777	SAMNDCA10258942	166	Jeeyeun Wamg	5/12/2010		1/13/2012
SAMNDCA10258943	SAMNDCA10258987	45	Jeeyeun Wamg	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	Jeeyeun Wamg	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	Jeeyeun Wamg	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. "INSIGHTS OVERVIEW: SUMMARY OF RESEARCH INSIGHTS" by Red Associates. Discusses the	1/13/2012
0.4441004.40050007	044440000000000000000000000000000000000	00			iPhone's UX, including a comparison between iPhone vs. Android.	1/10/0010
SAMNDCA10259037	SAMNDCA10259058	22	Jeeyeun Wamg	No date		1/13/2012
SAMNDCA10259059	SAMNDCA10259138	80	Jeeyeun Wamg	May-10	"Signature smartphone Experiences for 2012: Final Presentation" by Red Associates for Samsung Electronics Mobile Communication Division. Mentions Apple's apps. "A-Phone Progress Report" by Samsung Product	1/13/2012
					Strategy Team (w/ MSC and DMC R&D). Mention's Apple's closed ecosystem (iPhone and AppStore).	
SAMNDCA10259139	SAMNDCA10259151	13	Jeeyeun Wamg	11/12/2010	IIA Dhana Draggasa Danartii hu Carsaung Draggast	1/13/2012
SAMNDCA10259152	SAMNDCA10259183	32	Jeeyeun Wamg	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. "Convergence Product Strategy for Next Mobile	1/13/2012
SAMNIDC	SAMNIDCA 10250292	99	Jooyoup Woma	<i>E/A/</i> 2010	Internet Devices: Final Document" by The Meme. A presentation based on user studies and how people use the iPhone.	1/12/2012
SAMNDCA10259184	SAMNDCA10259282	99	Jeeyeun Wamg	5/4/2010	"2012 UX ROADMAP: Field Research - End user	1/13/2012
SAMNDCA10259283	SAMNDCA10259302	20	Jeeyeun Wamg	2010	interview. Respondents" by Design group at Mobile communication division. Discusses users' insight into the iPhone.	1/13/2012
					"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.	
SAMNDCA10259303	SAMNDCA10259314	12	Jeeyeun Wamg	2010		1/13/2012
SAMNDCA10259315	SAMNDCA10259317	3	Jeeyeun Wamg	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	Jeeyeun Wamg	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	Jeeyeun Wamg	3/11/2010	"Interview with Hector Ouilhet, Mobile UX Designer, Google" by unknown author. Compares Android platform to the iPhone's.	1/13/2012
CAMAIDO A 10050000	CAMAIDOA 10050000	•	January Mars	2/24/2242	"Interview with Scott Goldberg, Mobile Product Manager, Myspace" by unknown author. Mentions the iPhone SDK and iPhone home screen.	4/42/2242
SAMNDCA10259326	SAMNDCA10259328	3	Jeeyeun Wamg	3/24/2010	"Interview with Mike Haney, Deputy Editor of	1/13/2012
					Popular Science and member of Bonnier Corp.'s Mag + project." by unknown author. Discusses	
SAMNDCA10259329	SAMNDCA10259331	3	Jeeyeun Wamg	3/23/2010	magazine content in the iPad. "Interview with Elizabeth Churchill, Yahoo Research" by unknown author. Discusses the Kindle	1/13/2012
0.1.10.10.1.11.11.11			[]	0/00/2	app on the iPhone and iPad as a reading device.	
SAMNDCA10259332	SAMNDCA10259335	4	Jeeyeun Wamg	3/22/2010	"Interview with Rich Maggiotto, CEO, Zinio" by unknown author. Discusses putting digital magazine on the iPad and iPad's multi-touch function.	1/13/2012
SAMNDCA10259336	SAMNDCA10259340	5	Jeeyeun Wamg	3/26/2010	5. 3.5 if dd dild ii dd o maid todor fanodon.	1/13/2012

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				1		
					"Smartphone UX Roadmap 2012: Christopher, 40, Preston Road (Greater London)" by Red Associates	
					for Samsung Mobile Communication. Discusses an	
SAMNDCA10259341	SAMNDCA10259353	13	Jeeyeun Wamg	No date	iPhone user's experience. "Smartphone UX Roadmap 2012: Jake, 22, Farnham	1/13/2012
					Common (Outer London)" by Red Associates for	
0444100440050054	0.44.00.00.00.00.00.00.00.00.00.00.00.00	٠			Samsung Mobile Communication. Discusses an	1/10/0010
SAMNDCA10259354	SAMNDCA10259367	14	Jeeyeun Wamg	No date	iPhone user's experience. "Smartphone UX Roadmap 2012: Jessie, 21,	1/13/2012
					Chalfont St Giles (Outer London)" by Red	
CAMAIDCAAOGEOGCO	CAMANDCAAOOFOOO	40	In account Manner	No dete	Associates for Samsung Mobile Communication. Discusses an iPhone user's experience.	4/42/2042
SAMNDCA10259368	SAMNDCA10259380	13	Jeeyeun Wamg	No date	"Smartphone UX Roadmap 2012: Mark, London" by	1/13/2012
					Red Associates for Samsung Mobile Communication.	
SAMNDCA10259381	SAMNDCA10259398	18	Jeeyeun Wamg	No date	Discusses an iPhone user's experience.	1/13/2012
SAMINDOATOZSSSOT	SAMINDOA 10239390	10	Jeeyeun wang	140 date	"Smartphone UX Roadmap 2012: Nicholas, 38,	1/13/2012
					Croxley (Outer London)" by Red Associates for	
SAMNDCA10259399	SAMNDCA10259412	14	Jeeyeun Wamg	No date	Samsung Mobile Communication. Discusses an iPhone user's experience.	1/13/2012
			- cccycan ccanig		"Smartphone UX Roadmap 2012: Nina, London" by	.,
					Red Associates for Samsung Mobile Communication. Discusses a Nexus user's opinion about the iPhone.	
SAMNDCA10259413	SAMNDCA10259426	14	Jeeyeun Wamg	No date	Discusses a Nexus user's opinion about the ir none.	1/13/2012
					"Smartphone UX Roadmap 2012: Peter, London" by	
					Red Associates for Samsung Mobile Communication. Mentions the iPhone as being similar to HTC Hero.	
SAMNDCA10259427	SAMNDCA10259436	10	Jeeyeun Wamg	No date	Wertuglis the it florid as being similar to fire of field.	1/13/2012
					"Smartphone UX Roadmap 2012: Tessa, London" by	
					Red Associates for Samsung Mobile Communication. Provides how an iPhone user uses her phone.	
SAMNDCA10259437	SAMNDCA10259448	12	Jeeyeun Wamg	No date	Tovided now air in none addressed not priorite.	1/13/2012
					"Smartphone UX Roadmap 2012: Andre, New York"	
					by Red Associates for Samsung Mobile Communication. Mentions the iPhone as compared to	
SAMNDCA10259449	SAMNDCA10259460	12	Jeeyeun Wamg	No date	Android and Blackberry.	1/13/2012
					"Smartphone UX Roadmap 2012: Jackie, 37,	
					Manhattan" by Red Associates for Samsung Mobile Communication. Discusses why an ex-iPhone user	
SAMNDCA10259461	SAMNDCA10259471	11	Jeeyeun Wamg	No date	moved on to Google G1.	1/13/2012
					"Smartphone UX Roadmap 2012: Kris, New York" by Red Associates for Samsung Mobile	
					Communication. A HTC Hero user's opinion on the	
SAMNDCA10259472	SAMNDCA10259482	11	Jeeyeun Wamg	No date	iPhone and iPad.	1/13/2012
					"Smartphone UX Roadmap 2012: Larry, New York" by Red Associates for Samsung Mobile	
					Communication. Mentions the iPhone as a touch	
SAMNDCA10259483	SAMNDCA10259491	9	Jeeyeun Wamg	No date	screen phone.	1/13/2012
					"Smartphone UX Roadmap 2012: Max, Bronxville, New York" by Red Associates for Samsung Mobile	
					Communication. Discusses an iPhone user's opinion	
SAMNDCA10259492	SAMNDCA10259504	13	Jeeyeun Wamg	No date	about the iPhone and iPad. "Smartphone UX Roadmap 2012: Nikhil,	1/13/2012
					Bloomfield, NJ" by Red Associates for Samsung	
					Mobile Communication. A non-iPhone user's opinion	
SAMNDCA10259505	SAMNDCA10259514	10	Jeeyeun Wamg	No date	about the iPhone and iPad. "Smartphone UX Roadmap 2012: Seth, 31, Upper	1/13/2012
					East Side, Manhattan" by Red Associates for	
					Samsung Mobile Communication. An iPhone user's	
SAMNDCA10259515	SAMNDCA10259526	12	Jeeyeun Wamg	No date	opinion about the iPhone and iPad.	1/13/2012
	2 2 3 2 3 2 3 2 3	<u> </u>	,		"Smartphone UX Roadmap 2012: Sharone, 25,	
					Harlem, NYC" by Red Associates for Samsung Mobile Communication. An iPhone user's opinion about the	
SAMNDCA10259527	SAMNDCA10259540	14	Jeeyeun Wamg	No date	iPhone 3G and iPad.	1/13/2012
					"Smartphone UX Roadmap 2012: Sharlota, New	
					York" by Red Associates for Samsung Mobile Communication. A Google phone user's opinion about	
SAMNDCA10259541	SAMNDCA10259550	10	Jeeyeun Wamg	No date	the iPhone.	1/13/2012
					"iPad User Reaction Summary" by Product Planning	
SAMNDCA10259551	SAMNDCA10259558	8	Jeeyeun Wamg	Jun-10	Group / NBI Part. Discusses iPad users opinions about its features.	1/13/2012
5 156/110200001	3 120/110200000	Ť	Joo, Jun Wang		"C Project: Changing the Rules" by unknown	., .0,2012
CAMAIDOAAOCCOCCO	CAMAIDCA 400F0F74	10	loovous Mass	No dete	author. Mentions iPhone and iPad features and specs.	1/12/2012
SAMNDCA10259559	SAMNDCA10259574	16	Jeeyeun Wamg	No date		1/13/2012

					"C Project: Changing the Rules" by unknown	
					author. Mentions iPhone and iPad features and specs. Appears to be a near duplicate of SAMNDCA10259559	
SAMNDCA10259575	SAMNDCA10259604	30	Jeeyeun Wamg	No date	with additional slides.	1/13/2012
G/ WIN 42 G/ (102 G G G G	C/ ((VII VE) C/ (1020000 1	- 00	occycum wamg	140 dato	"C Project: Changing the Rules" by unknown	17 10/2012
					author. Mentions iPhone and iPad features and specs.	
					Appears to be a near duplicate of SAMNDCA10259559	
SAMNDCA10259605	SAMNDCA10259637	33	Jeeyeun Wamg	No date	with additional slides.	1/13/2012
					"C Project: Changing the Rules" by unknown author. Mentions iPhone and iPad features and specs.	
					Appears to be a near duplicate of SAMNDCA10259559	
SAMNDCA10259638	SAMNDCA10259671	34	Jeeyeun Wamg	No date	with additional slides.	1/13/2012
C/ 1111 12 C/ 11020000	0, 1111 12 0, 11020001 1	<u> </u>	occycum manng	110 0010	"C Project: Changing the Rules" by unknown	17 10/2012
					author. Mentions iPhone and iPad features and specs.	
					Appears to be a near duplicate of SAMNDCA10259559	
SAMNDCA10259672	SAMNDCA10259699	28	Jeeyeun Wamg	No date	with additional slides.	1/13/2012
					"C Project: Changing the Rules" by unknown author. Mentions iPhone and iPad features and specs.	
					Appears to be a near duplicate of SAMNDCA10259559	
SAMNDCA10259700	SAMNDCA10259730	31	Jeeyeun Wamg	No date	with additional slides.	1/13/2012
			- coopean realist		"C Project: Changing the Rules" by unknown	.,
					author. Mentions iPhone and iPad features and specs.	
					Appears to be a near duplicate of SAMNDCA10259559	
SAMNDCA10259731	SAMNDCA10259761	31	Jeeyeun Wamg	No date	with additional slides.	1/13/2012
					"Nintendo DS 3D Samsung PAVV 3D TV" by unknown author. Mentions iPhone's UI and iPad's	
SAMNDCA10259762	SAMNDCA10259789	28	Jeeyeun Wamg	No date	features.	1/13/2012
3AMMDOA10239702	SAMINDOA 10239709	20	Jeeyeun wang	NO date	"Nintendo DS 3D Samsung PAVV 3D TV" by	1/13/2012
					unknown author. Mentions iPhone's UI and iPad's	
					features. Appears to be a near duplicate of	
SAMNDCA10259790	SAMNDCA10259819	30	Jeeyeun Wamg	No date	SAMNDCA10259762.	1/13/2012
					"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	
SAMNDCA10259820	SAMNDCA10259846	27	Jeeyeun Wamg	No date	SAMNDCA10259559 with additional slides.	1/13/2012
3AMINDOA 10239020	SAMINDOA 10233040	21	Jeeyeun wang	NO date	"Nintendo DS 3D Samsung PAVV 3D TV" by	1/13/2012
					unknown author. Mentions iPhone's UI and iPad's	
					features. Appears to be a near duplicate of	
SAMNDCA10259847	SAMNDCA10259875	29	Jeeyeun Wamg	No date	SAMNDCA10259762.	1/13/2012
					"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	
SAMNDCA10259876	SAMNDCA10259894	19	Jeeyeun Wamg	No date	SAMNDCA10259559 with additional slides.	1/13/2012
3AMINDOA 10239070	SAMINDOA 10233034	13	Jeeyeun wang	NO date	"C Project: Changing the Rules" by Future Design	1/13/2012
					Lab at Samsung. Mentions iPhone and iPad's features	
SAMNDCA10259895	SAMNDCA10259908	14	Jeeyeun Wamg	6/23/2010	and specs.	1/13/2012
					"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.	
SAMNDCA10259909	SAMNDCA10259929	21	Jeeyeun Wamg	6/23/2010	SAMINDOA10209090 With additional slides.	1/13/2012
GAININDOA 10255505	O/AMINDO/A 10203323		occycun wang	0/20/2010	Document is entitled "Layer". iPad is mentioned in	1/13/2012
					comparison to Kindle, Samsung P1, and Samsung 3D	
					tablet. Presentation document is illegible. However, is	
SAMNDCA10259930	SAMNDCA10259933	4	Jeeyeun Wamg	No date	viewable in "text view."	1/13/2012
					"Touch portfolio: Rollout Strategy.	
					Recommendation based on consumer insight" by gravitytank collaborates with Samsung (barely legible).	
					Discusses iPhone consumer feedback and analysis.	
SAMNDCA10259934	SAMNDCA10259989	56	Jeeyeun Wamg	12/17/2008	and analysis.	1/13/2012
			,		"Tablet Computer Survey: Version 1.1" by Dubberly	
SAMNDCA10259990	SAMNDCA10260013	24	Jeeyeun Wamg	3/23/2010	Design Office. Mentions iPad's specs.	1/13/2012
					"UK Consumers' iPad Usage Analysis" by	
OAMAIDOAAGGGGGG	OAAANIBOA (CTTTT		1	0/00/07:5	STRABASE. Discusses a consumer research on iPad	4140100:-
SAMNDCA10260014	SAMNDCA10260014	1	Jeeyeun Wamg	8/20/2010	usage.	1/13/2012
					"The C", No author. Presentation document is mostly illegible. However, viewed in "text view", iPad is	
					mentioned in comparison to Kindle and Samsung 3D	
SAMNDCA10260015	SAMNDCA10260017	3	Jeeyeun Wamg	No date	tablet.	1/13/2012
	,		,			/
					"Timely Report: Smart Device, Focused on '3S'	
SAMNDCA10260025	SAMNDCA10260030	6	Jeeyeun Wamg	2010	Market" by ROA Group. Mentions Apple iPad.	1/13/2012
					IITh a Bash hadaas 1 G	
					"The eBook Industry's Coping Strategy After the Release of the iPad" by Eun-Min Lee, an article from	
SAMNDCA10260031	SAMNDCA10260037	7	Jeeyeun Wamg	8/2/2010	Dong Hyang, Volume 22, Issue No. 14.	1/13/2012
SAIVII VEOA 10200031	SAMINDON 10200037		Jooyeun Wanig	UIZIZUIU	pong riyang, volume 22, 10000 NO. 14.	1/ 13/2012

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SAMNDCA10260088 SAMNDCA10260069 9 Jeeyeun Wamg No date "The C". No author. Mental is of comparison to the Samsung tablet. Appears to be near duplicate of SamNDCA10260067 SAMNDCA10260068 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 SAMNDCA10260068 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 SAMNDCA10260068 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 SAMNDCA10260088 SAMNDCA10260088 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 SAMNDCA10260089 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 SAMNDCA10260068 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260067 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SamNDCA10260103 SamNDCA10260102 2 Jeeyeun Wamg No date Samsung tablet. Appears to be a near duplicate of SamNDCA10260103 SamNDCA10260104 2 Jeeyeun Wamg No date Samsung tablet. Appears to be a near duplicate of SamNDCA10260105 SamNDCA10260105 SamNDCA10260105 Jeeyeun Wamg No date Samsung Mentions iPhone 11/13 Samsung Wow 19: Final Concepts" a presentation by Wall Part Product Strategy Team. Mentions iPhone 11/13 Samsung Wow 19: Final Concepts a presentation by Wall Part Product Strategy Team. Mentions iPhone 11/13 Samsung Wow 19: Final Concepts a presentation by UDEO and Samsung Mentions iPhone 11/13 Samsung Wow 19: Final Concepts a presentation by UDEO and Samsung Mentions iPhone 11/13 Samsung Mentions iPhone 11/13
SAMNDCA10260062 SAMNDCA10260063 2 Jeeyeun Wamg No date the Samsung tablet. Mentions iPad in comparison to the Samsung tablet. Appears to be near duplicate of SAMNDCA10260064 SAMNDCA10260066 3 Jeeyeun Wamg No date SAMNDCA10260067 SAMNDCA10260067 SAMNDCA10260068 17 Jeeyeun Wamg No date SAMNDCA10260067 SAMNDCA10260067 SAMNDCA10260068 17 Jeeyeun Wamg No date SAMNDCA10260067 SAMNDCA10260067 SAMNDCA10260060 17 Jeeyeun Wamg No date SAMNDCA10260067 SAMNDCA10260100 17 Jeeyeun Wamg No date SAMNDCA10260067 17 Jeeyeun Wamg No date Jeeyeun Wamg Jeeyeun Wam
SAMNDCA10260064 SAMNDCA10260066 3 Jeeyeun Wamg No date SAMNDCA10260062. 1/13 SAMNDCA10260067 SAMNDCA10260083 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of document mentions iPad in comparison to the Samsung tablet. 1/13 SAMNDCA10260067 SAMNDCA10260083 17 Jeeyeun Wamg No date Samsung tablet. 1/13 SAMNDCA10260067 SAMNDCA10260100 17 Jeeyeun Wamg No date Samsung tablet. 1/13 SAMNDCA10260084 SAMNDCA10260100 17 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SAMNDCA10260067. 1/13 SAMNDCA10260101 SAMNDCA10260102 2 Jeeyeun Wamg No date Samsung tablet. Appears to be near duplicate of SAMNDCA10260067. 1/13 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 SAMNDCA10260103 SAMNDCA10260104 2 Jeeyeun Wamg No date SAMNDCA10260102. 1/13 SAMNDCA10260103 SAMNDCA10260104 2 Jeeyeun Wamg No date SAMNDCA10260105 SAMNDCA10260105 SAMNDCA10260109 25 Jeeyeun Wamg 8/12/2010 Properties of SAMNDCA10260105 SAMNDCA10260109 25 Jeeyeun Wamg 8/12/2010 Properties of SAMNDCA10260105 SAMNDCA10260109 20 Jeeyeun Wamg 4/1/2010 Mentions iPhone. 1/13 SAMNDCA10260105 SAMNDCA10260109 20 Jeeyeun Wamg 6/12/2008 Properties of SAMNDCA10260105 SAMNDCA10260105 SAMNDCA10260257 108 Jeeyeun Wamg 8/13/2010 Samsung WOW '09: Final Concepts" a presentation by IDEO and Samsung Mentions iPhone. 1/13 SAMNDCA10260258 SAMNDCA10260257 40 Jeeyeun Wamg 8/13/2010 Samsung, Mentions iPhone. 1/13 SAMNDCA10260298 SAMNDCA10260357 60 Jeeyeun Wamg 6/10/2010 Project Mays: Mobility 2012: Samsung + IDEO: Executive Summary* a presentation by IDEO and Samsung, Mentions iPhone. 1/13 SAMNDCA10260298 SAMNDCA10260357 60 Jeeyeun Wamg 6/10/2010 Project Mays: Mobility 2012: Samsung + IDEO: Executive Summary* a presentation by IDEO and Samsung, Mentions iPhone. 1/13
SAMNDCA10260067 SAMNDCA10260083 17 Jeeyeun Wamg No date Samsung tablet. "The C: UI Scenario", no author. Presentation document mentions iPad in comparison to the Samsung tablet. "The C: UI Scenario", no author. Presentation document mentions iPad in comparison to the Samsung tablet. Appears to be near duplicate of SAMNDCA10260067. 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. 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. 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. SAMNDCA10260103 SAMNDCA10260104 2 Jeeyeun Wamg No date SAMNDCA10260105 SAMNDCA10260105 SAMNDCA10260109 25 Jeeyeun Wamg No date SAMNDCA10260102. SAMNDCA10260105 SAMNDCA10260109 25 Jeeyeun Wamg No date SAMNDCA10260109 SAMNDCA10260109 26 Jeeyeun Wamg No date SAMNDCA10260109 SAMNDCA10260109 27 Jeeyeun Wamg No date SAMNDCA10260109 SAMNDCA10260109 27 Jeeyeun Wamg No date SAMNDCA10260109 SAMNDCA10260257 108 Jeeyeun Wamg No date SAMNDCA10260258 SAMNDCA10260297 40 Jeeyeun Wamg No date SAMNDCA10260298 SAMNDCA
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SAMNDCA10260130 SAMNDCA10260149 20 Jeeyeun Wamg 4/1/2010 presentation by NBI Part Product Strategy Team. Mentions iPhone. 1/13 "Samsung WOW '09: Final Concepts" a presentation by IDEO and Samsung. Mentions iPhone. 1/13 "Project Maya: Mobility 2012: Samsung + IDEO: Executive Summary" a presentation by IDEO and Samsung. Mentions iPhone. 1/13 SAMNDCA10260258 SAMNDCA10260297 40 Jeeyeun Wamg 8/13/2010 Samsung. Mentions iPhone. 1/13 SAMNDCA10260298 SAMNDCA10260357 60 Jeeyeun Wamg 6/10/2010 Samsung. Mentions iPhone. 1/13
SAMNDCA10260150 SAMNDCA10260257 108 Jeeyeun Wamg 6/12/2008 "Samsung WOW '09: Final Concepts" a presentation by IDEO and Samsung. Mentions iPhone. SAMNDCA10260258 SAMNDCA10260297 40 Jeeyeun Wamg 8/13/2010 Samsung Mentions iPhone. SAMNDCA10260298 SAMNDCA10260357 60 Jeeyeun Wamg 6/10/2010 Samsung. Mentions iPhone. "IDEO + Samsung Maya" a presentation by IDEO and Samsung. Mentions iPhone.
SAMNDCA10260150 SAMNDCA10260257 108 Jeeyeun Wamg 6/12/2008 by IDEO and Samsung. Mentions iPhone. 1/13 "Project Maya: Mobility 2012: Samsung + IDEO: Executive Summary" a presentation by IDEO and Samsung. Mentions iPhone. 1/13 SAMNDCA10260258 SAMNDCA10260297 40 Jeeyeun Wamg 8/13/2010 Samsung. Mentions iPhone. 1/13 "IDEO + Samsung Maya" a presentation by IDEO and Samsung. Mentions iPhone. 1/13 "IDEO + Samsung Maya" a presentation by IDEO and Samsung. Mentions iPhone. 1/13
SAMNDCA10260258 SAMNDCA10260297 40 Jeeyeun Wamg 8/13/2010 Samsung. Mentions iPhone. 1/13 SAMNDCA10260298 SAMNDCA10260357 60 Jeeyeun Wamg 6/10/2010 Samsung. Mentions iPhone. 1/13
SAMNDCA10260298 SAMNDCA10260357 60 Jeeyeun Wamg 6/10/2010 Samsung. Mentions iPhone. 1/13
SAMNDCA10260358 SAMNDCA10260496 139 Jeeyeun Wamg No date Samsung. Mentions iPhone. 1/13
"Mobile Phone Lifestyle 2.0: Usage Themes" a
SAMNDCA10260497 SAMNDCA10260606 110 Jeeyeun Wamg 6/24/2010 presentation by Samsung. Mentions iPhone. 1/13
"Telecom Carrier Perception Research for US
SAMNDCA10260607 SAMNDCA10260632 26 Jeeyeun Wamg 2008 market ", presentation by Lextant. Mentions iPhone. 1/13 No title, no author, a spreadsheet. Mentions Apple
SAMNDCA10260633 SAMNDCA10260634 2 Jeeyeun Wamg No date iPad.
SAMNDCA10260635 SAMNDCA10260642 8 Jeeyeun Wamg No date "Bada2 UX Development Plan" a presentation by Design Group/UX Part. Mentions iPhone UX analysis. 1/13
"Lovemarks: Making Decision" a presentation by
SAMNDCA10260643 SAMNDCA10260654 12 Jeeyeun Wamg No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13
SAMNDCA10260655 SAMNDCA10260672 18 Jeeyeun Wang No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13
"Lovemarks: Making Decision" a presentation by
SAMNDCA10260673 SAMNDCA10260691 19 Jeeyeun Wamg No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13
SAMNDCA10260692 SAMNDCA10260719 28 Jeeyeun Wamg No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13
"Lovemarks: Making Decision" a presentation by
SAMNDCA10260692 SAMNDCA10260719 28 Jeeyeun Wamg No date "Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone. 1/13 No title, a presentation by Future Design Lab. Mentions
SAMNDCA10260692 SAMNDCA10260719 28 Jeeyeun Wamg No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13 SAMNDCA10260720 SAMNDCA10260727 8 Jeeyeun Wamg No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13 SAMNDCA10260728 SAMNDCA10260760 33 Jeeyeun Wamg 8/27/2010 "Lovemarks: Making Decision", by Samsung. Mentions iPhone. 1/13 SAMNDCA10260761 SAMNDCA10260792 32 Jeeyeun Wamg No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13
SAMNDCA10260692 SAMNDCA10260719 28 Jeeyeun Wamg No date "Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone. 1/13 SAMNDCA10260720 SAMNDCA10260727 8 Jeeyeun Wamg No date iPhone. 1/13 SAMNDCA10260728 SAMNDCA10260760 33 Jeeyeun Wamg 8/27/2010 "Lovemarks: Making Decision", by Samsung. Mentions iPhone. 1/13 SAMNDCA10260761 SAMNDCA10260792 32 Jeeyeun Wamg No date "Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone. 1/13 "Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone. 1/13 "Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone. 1/13 "Samsung Lovemarks: Critique Session" a presentation by gotomedia. Mentions iPhone. 1/13
SAMNDCA10260692 SAMNDCA10260719 28 Jeeyeun Wamg No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13 SAMNDCA10260720 SAMNDCA10260727 8 Jeeyeun Wamg No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13 SAMNDCA10260728 SAMNDCA10260760 33 Jeeyeun Wamg 8/27/2010 Future Design Lab. Mentions iPhone. 1/13 SAMNDCA10260761 SAMNDCA10260792 32 Jeeyeun Wamg No date Future Design Lab. Mentions GalaxyS with iPhone. 1/13 "Lovemarks: Making Decision", by Samsung. Mentions iPhone. 1/13 "Lovemarks: Making Decision" a presentation by Future Design Lab. Mentions GalaxyS with iPhone. 1/13 "Samsung Lovemarks: Critique Session" a

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SAMNDCA10260966	SAMNDCA10261028	63	Jeeyeun Wamg	8/24/2010	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions iPhone 4 pre-orders.	1/13/2012
					"Samsung UX Lovemarks" a presentation by	
SAMNDCA10261029	SAMNDCA10261169	141	Jeeyeun Wamg	No date	gotomedia. Mentions Apple iPhone. "Samsung UX Lovemarks" a presentation by	1/13/2012
SAMNDCA10261170	SAMNDCA10261234	65	Jeeyeun Wamg	9/17/2010	gotomedia. Mentions iPhone.	1/13/2012
SAMNDCA10261235	SAMNDCA10261299	65	Jeeyeun Wamg	No date	"Samsung UX Lovemarks" a presentation by gotomedia. Mentions Apple iPhone.	1/13/2012
0,4111120,410201200	0/ WWW.12 0/ 11020 1200	- 00	occycum rvamg	110 aato	"Samsung UX Lovemarks" a presentation by	171072012
SAMNDCA10261300	SAMNDCA10261354	55	Jeeyeun Wamg	9/17/2010	gotomedia. Mentions Apple iPhone. "Samsung UX Lovemarks" a presentation by	1/13/2012
SAMNDCA10261355	SAMNDCA10261387	33	Jeeyeun Wamg	9/17/2010	gotomedia. Mentions Apple.	1/13/2012
SAMNDCA10261388	SAMNDCA10261389	2	Jeeyeun Wamg	2010	"Smart Phone Analysis Worldwide: Notes on quarterly mobile shipment data" a report by Canalys. Mentions iPhone OS.	1/13/2012
					"Worldwide mobile phone/smart phone market	
SAMNDCA10261390	SAMNDCA10261439	50	Jeeyeun Wamg	2010	overview Q2 2010" a spreadsheet by Canalys. Mentions iPhone OS.	1/13/2012
SAMNDCA10261440	SAMNDCA10261463	24	Jeeyeun Wamg	8/27/2010	"Samsung UX Lovemarks: lovemarks, the future beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone.	1/13/2012
					"Samsung UX Lovemarks: lovemarks, the future	
SAMNDCA10261464	SAMNDCA10261497	34	Jeeyeun Wamg	8/27/2010	beyond brands" a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261498	SAMNDCA10261531	34	Jeeyeun Wamg	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
					"Samsung UX Lovemarks: lovemarks, the future	
SAMNDCA10261532	SAMNDCA10261566	35	Jeeyeun Wamg	8/27/2010	beyond brands " a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261567	SAMNDCA10261601	35	Jeeyeun Wamg	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	Jeeyeun Wamg	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
					"Samsung UX Lovemarks: lovemarks, the future	
SAMNDCA10261631	SAMNDCA10261666	36	Jeeyeun Wamg	8/27/2010	beyond brands " a presentation by Mobile Design Strategy, Samsung. Mentions Apple iPhone.	1/13/2012
SAMNDCA10261667	SAMNDCA10261670	4	Jeeveun Wama	No date	No title, unknown author, undated. Shows iPad ibooks transition effect and iPhone screens to remove apps.	1/13/2012
SAMNDCA10261671	SAMNDCA10261706	36	Jeeyeun Wamg	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	Jeeyeun Wamg	No date	"The future beyond brands: Lovemarks", No author. Mentions prospective Samsung phone and iPhone purchasers.	1/13/2012
SAMNDCA10261718	SAMNDCA10261752	35	Jeeyeun Wamg	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	Jeeyeun Wamg	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	Jeeyeun Wamg	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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	Ī	1	1		"Samsung UX Lovemarks" a presentation by	
SAMNDCA10261823	SAMNDCA10261896	74	Jeeyeun Wamg	9/15/2010	gotomedia. Mentions Apple and iPhone.	1/13/2012
					"Samsung UX Lovemarks" a presentation by	
					gotomedia. Mentions Apple and iPhone. Appears to be	
SAMNDCA10261897	SAMNDCA10261970	74	Jeeyeun Wamg	9/15/2010	a duplicate of SAMNDCA10261823. "Samsung UX Lovemarks" a presentation by	1/13/2012
SAMNDCA10261971	SAMNDCA10262114	144	Jeeyeun Wamg	9/15/2010	gotomedia. Mentions Apple and iPhone.	1/13/2012
0, 20, 1, 1020, 107, 1	0, 20, 110202111		occycun rrung	0, 10,2010	"Final Presentation: Samsung Next Level Ad	17 10/2012
					Platform" a presentation by gotomedia. Mentions	
SAMNDCA10262115	SAMNDCA10262183	69	Jeeyeun Wamg	9/2/2010	Apple and iPhone.	1/13/2012
					"Samsung UX Lovemarks" a presentation by	
SAMNDCA10262184	SAMNDCA10262336	153	Jeeyeun Wamg	No date	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
O/WINDO/NTOZOZOST	O/AMINDO/(10202400	102	occycun wang	3/10/2010	"Samsung UX Lovemarks" a presentation by	1/10/2012
SAMNDCA10262489	SAMNDCA10262526	38	Jeeyeun Wamg	9/17/2010	gotomedia. Mentions Apple and iPhone.	1/13/2012
					"Samsung UX Lovemarks: The future of Samsung	
					Smartphone" a presentation by unknown author.	
0.1.11.10.0.1.10.0.0.5.0.7	0.11.00.00.00.00.00.00.00.00.00.00.00.00				Mentions prospective Samsung phone and iPhone	4/40/0040
SAMNDCA10262527	SAMNDCA10262559	33	Jeeyeun Wamg	No date	purchasers.	1/13/2012
					"UX Lovemarks: The future of Samsung Smartphones" a presentation by unknown author.	
					Mentions prospective Samsung phone and iPhone	
SAMNDCA10262560	SAMNDCA10262575	16	Jeeyeun Wamg	No date	purchasers.	1/13/2012
					"iPhone users show deep loyalty", No author.	
					Presentation document comparing brand loyalty by	
0.4.4.4.000.0570	0.4.4.1.1.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.			NI- dete	Apple and Samsung users and recommendations on	4/40/0040
SAMNDCA10262576	SAMNDCA10262583	8	Jeeyeun Wamg	No date	how to build loyalty. "User experience design philosophy" by Samsung.	1/13/2012
SAMNDCA10262584	SAMNDCA10262603	20	Jeeyeun Wamg	1/21/2008	Mentions Apple and iPhone.	1/13/2012
C/ IIVII LD C/ LT CZ CZ CO T	C/ WII VE C/ TTOZOZOGO		occycum vvamg	172172000	"Samsung UX Lovemarks" by Samsung. Mentions	1710/2012
SAMNDCA10262604	SAMNDCA10262643	40	Jeeyeun Wamg	9/17/2010	Apple.	1/13/2012
					"Samsung UX Lovemarks" by Samsung. Mentions	
					Apple. Appears to be a duplicate of	
SAMNDCA10262644	SAMNDCA10262683	40	Jeeyeun Wamg	9/17/2010	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
			,			
					"Youth UX" by Samsung. Mentions iPhone. Appears	
SAMNDCA10262799	SAMNDCA10262882	84	Jeeyeun Wamg	No date	to be a near duplicate of SAMNDCA10262749.	1/13/2012
0.4.4.4.0000000	0.4.4.1.1.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.	40		NI- dete	IID - Investigation (seek like Consequent Martines i Disease	4/40/0040
SAMNDCA10262883	SAMNDCA10262925	43	Jeeyeun Wamg	No date	"Re-inventing touch" by Samsung. Mentions iPhone. "Re-inventing touch" by Samsung. Mentions iPhone.	1/13/2012
					Appears to be a near duplicate of	
SAMNDCA10262926	SAMNDCA10262976	51	Jeeyeun Wamg	No date	SAMNDCA10262883.	1/13/2012
					No title, by Samsung. Presentation document mentions	
					an integrated phonebook app for the iPhone called	
SAMNDCA10263014	SAMNDCA10263047	34	Jeeyeun Wamg	No date	"Yahoo! Oneconnect". "SNS + Research Summary: USA/UK Field	1/13/2012
SAMNDCA10263048	SAMNDCA10263054	7	Jeeyeun Wamg	5/25/2009	Research" by Samsung. Mentions iPhone.	1/13/2012
CANNIND CATOLOGO 40	O/AWINDO/CT0200004		occycum vvamg	3/23/2003	"Details of TW 3.0 Phonebook UI Changes" by	1/13/2012
SAMNDCA10263055	SAMNDCA10263063	9	Jeeyeun Wamg	No date	Samsung. Mentions iPhone.	1/13/2012
					"Samsung TN GUI Framework: Icon & Trend Design"	
SAMNDCA10263064	SAMNDCA10263151	88	Jeeyeun Wamg	No date	by Iconmobile. Mentions iPhone and iPad.	1/13/2012
					"Creating a True and Major Scenario of the Mobile	
SAMNDCA10263152	SAMNDCA10263267	116	Jeeyeun Wamg	No date	Phone User Experience" by Samsung. Mentions iPhone.	1/13/2012
3AWINDCA10203132	SAMINDOA 10203201	110	Jeeyeun wang	INO date	ii none.	1/13/2012
					"iPhone 3G S New/Upgraded Feature Review" by	
					Samsung. Presentation document analyzing new and	
SAMNDCA10263268	SAMNDCA10263292	25	Jeeyeun Wamg	No date	upgraded features of the iPhone 3G S.	1/13/2012
					"Apple's Bloodiest Patent and Copyright Clashes"	
SAMNDCA10263293	SAMNIDOA 10060007	5	loovous More	No data	by Gizmodo.com. Article discussing Apple's patent and copyright legal disputes since 1978.	1/12/2012
5AIVIIND CA 10203293	SAMNDCA10263297	5	Jeeyeun Wamg	No date		1/13/2012
					"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	
SAMNDCA10263302	SAMNDCA10263304	3	Jeeyeun Wamg	4/20/2010	iPad.	1/13/2012

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					"Kindle and iPad, Leaders of the Personal	
					Publishing Era, a Perspective of the Changing	
					eBook Industry" by Atlas. Article discussing the	
CAMANDOAAOOCOOOF	CAMANDOAAOOCOOAA	7	1	F/24/2040	eBook industry and how the Kindle and iPad are	4/42/2042
SAMNDCA10263305	SAMNDCA10263311	7	Jeeyeun Wamg	5/31/2010	changing it.	1/13/2012
					"iPad Human Interface Guidelines" by Apple Inc.,	
SAMNDCA10263331	SAMNDCA10263366	36	Jeeyeun Wamg	1/22/2010	discussing user interface features of the iPad.	1/13/2012
					"iPad GUI Review", by UX Cluster part, GUI Studio.	
					Presentation document analyzing user interface	
SAMNDCA10263367	SAMNDCA10263439	73	Jeeyeun Wamg	4/9/2010	features of the iPad.	1/13/2012
					"iPad User Guide" by Apple, Inc. User manual for the	
SAMNDCA10263440	SAMNDCA10263593	154	Jeeyeun Wamg	No date	iPad.	1/13/2012
					"iPhone Analysis: Font" by UX Cluster part, GUI	
SAMNDCA10263594	SAMNDCA10263702	109	Jeeyeun Wamg	No date	Studio. Presentation document analyzing iPhone fonts.	1/13/2012
3AMMDCA10203394	3AWINDCA 10203702	103	Jeeyeun wang	NO date	"iPhone GUI Elements", No author. Presentation	1/13/2012
					document analyzing user interface features of the	
SAMNDCA10263710	SAMNDCA10263789	80	Jeeyeun Wamg	No date	iPhone.	1/13/2012
					"iPhone 3GS AUI Analysis: Functional	
					Sound/Embedded Sound/Haptic Feedback" by	
					Samsung. Presentation document analyzing iPhone	
SAMNDCA10263790	SAMNDCA10263811	22	Jeeyeun Wamg	No date	sounds.	1/13/2012
					"iPhone Keyboard Analysis" by Samsung.	
SAMNDCA10263812	SAMNDCA10263830	19	Jeeyeun Wamg	No date	Presentation document analyzing the iPhone keyboard.	1/13/2012
					"iPhone navigation analysis" by Myung-Roh Lee.	
CAMNIDOAAOOCOOA	CAMANDOAAOOCOOFT	07	1	0/05/0040	Presentation document analyzing how to navigate user	4/42/2042
SAMNDCA10263831	SAMNDCA10263857	27	Jeeyeun Wamg	2/25/2010	interface features of the iPhone.	1/13/2012
					"iPhone Interaction Analysis" by VI Unit. Presentation document analyzing user interface	
SAMNDCA10263858	SAMNDCA10263907	50	Jeeyeun Wamg	2/26/2010	features of the iPhone.	1/13/2012
C/ IIVII AD C/ (10200000	O/ WIND O/ 110200007	- 00	occycum wamg	L/LO/LO 10	"Efficient Resources (iPhone Analysis)" by	1710/2012
					Samsung. Presentation document analyzing user	
					interface features of the iPhone and comparing them to	
SAMNDCA10263908	SAMNDCA10263930	23	Jeeyeun Wamg	2/25/2010	the Lismore.	1/13/2012
					"Pop-up Improvement (iPhone Analysis)" by	
					Samsung. Presentation document analyzing pop-up	
SAMNDCA10263931	SAMNDCA10264000	70	Jeeyeun Wamg	2/25/2010	features of the iPhone user interface.	1/13/2012
SAMNDCA10264001	SAMNDCA10264130	130	Jeeyeun Wamg	9/9/2009	"iPhone Human Interface Guidelines" by Apple, Inc., discussing user interface features of the iPhone.	1/13/2012
SAMINDCA 10204001	3AWINDCA 10204130	130	Jeeyeun wang	9/9/2009	"iPhone Human Interface Guidelines" by Apple, Inc.,	1/13/2012
					discussing user interface features of the iPhone.	
					Appears to be a near duplicate of	
SAMNDCA10264131	SAMNDCA10264266	136	Jeeyeun Wamg	3/24/2010	SAMNDCA10264001.	1/13/2012
			·		"Contents Analysis" by II-Geun Bok. Presentation	
					document comparing screen content areas of the	
SAMNDCA10264267	SAMNDCA10264283	17	Jeeyeun Wamg	No date	iPhone and Lismore.	1/13/2012
0.11.11.17.01.1000.100.1	0.1.11.10.0.1.0.0.10.0.1				"Font Analysis" by Ji-Eun Kim and Joong-Hun Kwon.	1/10/0010
SAMNDCA10264284	SAMNDCA10264300	17	Jeeyeun Wamg	No date	Presentation document analyzing iPhone fonts.	1/13/2012
					"GUI Elements Analysis" by Kyung-Shik Yoon and In-	
SAMNDCA10264301	SAMNDCA10264380	80	Jeeyeun Wamg	No date	Won Jong. Presentation document analyzing user interface elements of the iPhone.	1/13/2012
O/ININDO/10204301	O/WINDO/NTOZO+300	00	occycun wang	140 date	"Icon Analysis" by Min-Seung Song. Presentation	1/13/2012
SAMNDCA10264381	SAMNDCA10264385	5	Jeeyeun Wamg	No date	document analyzing iPhone icons.	1/13/2012
				* ****	"Resource Efficiency" by Ha-Young Jun.	-
]		Presentation document analyzing user interface	
]		features of the iPhone and comparing them to	
SAMNDCA10264386	SAMNDCA10264414	29	Jeeyeun Wamg	No date	TouchWiz3.0.	1/13/2012
					"iPhone 4.0 Quick Report & Analysis" by Samsung.	
0444100440004415	04441004400044	6.1		No. 1	Presentation document analyzing the iPhone 4 and	4/40/0040
SAMNDCA10264415	SAMNDCA10264448	34	Jeeyeun Wamg	No date	comparing to Galaxy S.	1/13/2012
					"Galaxy S vs. iPhone 4", No author. Presentation	
SAMNDCA10264449	SAMNDCA10264468	20	Jeeyeun Wamg	No date	document analyzing the iPhone 4 and comparing to Galaxy S.	1/13/2012
OAWINDOA 10204449	3/11/11/20/10/204400	20	Jooyeun Wang	ino dale	Calaxy C.	1/ 13/2012
]		"iPhone 4 Announce Report" by Product Planning	
					Team/Skill Planning Team. Presentation document	
SAMNDCA10264471	SAMNDCA10264496	26	Jeeyeun Wamg	6/8/2010	analyzing the iPhone 4 launch presentation.	1/13/2012
					"U.S. Competitors' UX Analysis Project: Analysis of	
					LG Rumor Touch (Sprint)" by Samsung.	
					Presentation document analyzing the LG Rumor Touch	
SAMNDCA10264498	SAMNDCA10264505	8	Jeeyeun Wamg	8/2010	(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
CAMAIDC 440064700	CAMANDCA 1006 1706	4	Jeeyeun Wamg	4/5/2010	"Handset" by InBeom. An article analyzing the physical characteristics of iPad.	1/13/2012
SAMNDCA10264723	SAMNDCA10264726	4	Jeeyeun warng	4/5/2010	"National and International Responses and	1/13/2012
SAMNDCA10264727	SAMNDCA10264734	8	Jeeyeun Wamg	Feb-10	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
					"What is iPad!!" by SeokGi Kim. A presentation	
SAMNDCA10264796	SAMNDCA10264803	8	Jeeyeun Wamg	No date	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. "Convergence Solutions" by UX Cluster SD Unit. A	1/13/2012
SAMNDCA10265173	SAMNDCA10265213	41	Jeeyeun Wamg	No date	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
C/ WIN NO C/ TTO ZOOZ TT	O/ WIND O/ CTOZOCZOZ	-10	occycun wang	0/2 1/2010	"MIEUX Make it Emotional UX" by Dokshin Lim. A	1710/2012
SAMNDCA10265263	SAMNDCA10265289	27	Jeeyeun Wamg	No date	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
					"SLP UX Direction" by UX Innovation SLP TF. A	
SAMNDCA10265410 SAMNDCA10265437	SAMNDCA10265436 SAMNDCA10265437	27 1	Jeeyeun Wamg Jeeyeun Wamg	3/30/2010 No date	presentation mentioning the iPhone UX. No title, no author, no date. Stating "Mirroring Native iPhone UI Elements."	1/13/2012
C DOTTIOZOGIOT	5 15 G/ 110200407	'	500y5un Wang	710 date	No title, no author. Presentation document analyzes a showcase of webpage designs optimized for iPhone	., .0,2012
SAMNDCA10265438	SAMNDCA10265458	21	Jeeyeun Wamg	No date	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. No title, by Global CS Team Advanced Quality Group.	1/13/2012
SAMNDCA10265501	SAMNDCA10265521	21	Jeeyeun Wamg	8/13/2010	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
0.14410.0.1.000.5700	0.44410.04.400.05757				"Smartphone Usage Reality Survey" by Korea Internet & Security Agency. Contains a comparison of iPhone users and non-iPhone users regarding	1/10/0010
SAMNDCA10265726	SAMNDCA10265757	32	Jeeyeun Wamg	Jul-10	smartphone usage. "Designing UE For Multiple Mobile OS" by Sami Paihonen. A presentation including a screenshot of the	1/13/2012
SAMNDCA10265758 SAMNDCA10265794	SAMNDCA10265793 SAMNDCA10265816	36 23	Jeeyeun Wamg Jeeyeun Wamg	No date Jul-10	iPhone's UI building blocks. "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
					"Eric, what did you do on your mobile phone today?", no author. A web page mentioning the	
SAMNDCA10265820	SAMNDCA10265822	3	Jeeyeun Wamg	5/25/2010	iPhone and the iPad. No title, no author, no date. Contains a mobile consumer's comment on iPhone during a phone	1/13/2012
SAMNDCA10265823	SAMNDCA10265836	14	Jeeyeun Wamg	No date	interview. Excel document entitled "Mobile Phone Research:	1/13/2012
SAMNDCA10265837	SAMNDCA10265850	14	Jeeyeun Wamg	No date	Telephone Interview", by Samsung. Participant is asked about mobile phones, including iPhone. Excel document entitled "Mobile Phone Research:	1/13/2012
SAMNDCA10265851	SAMNDCA10265865	15	Jeeyeun Wamg	No date	Telephone Interview", by Samsung. Participant is asked about preferred mobile phones, including iPhone.	1/13/2012
					Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is asked about preferred mobile phones, including	
SAMNDCA10265866	SAMNDCA10265880	15	Jeeyeun Wamg	No date	iPhone. No title, no author, no date. Contains a mobile	1/13/2012
SAMNDCA10265881	SAMNDCA10265895	15	Jeeyeun Wamg	No date	consumer's comment on iPhone 3Gs during a phone interview.	1/13/2012
SAMNIDC	SAMNIDCA 10265010	15	Jaayaya Wama	No data	Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is asked about preferred mobile phones, including iPhone.	1/12/2012
SAMNDCA10265896 SAMNDCA10265911	SAMNDCA10265910 SAMNDCA10265926	16	Jeeyeun Wamg Jeeyeun Wamg	No date 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
					Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is asked about preferred mobile phones, including	
SAMNDCA10265943	SAMNDCA10265964	22	Jeeyeun Wamg	No date	iPhone. Excel document entitled "Mobile Phone Research: Telephone Interview", by Samsung. Participant is	1/13/2012
SAMNDCA10265965	SAMNDCA10265983	19	Jeeyeun Wamg	No date	asked about preferred mobile phones, including iPhone. No title, no author, no date. A spreadsheet mentioning	1/13/2012
SAMNDCA10265984	SAMNDCA10265998	15	Jeeyeun Wamg	No date	the iPhone. No title, no author, no date. A spreadsheet mentioning	1/13/2012
SAMNDCA10265999	SAMNDCA10266029	31	Jeeyeun Wamg	No date	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
0,20,020000			occycun rraing	110 0010	"Samsung TN GUI Framework Design +	17 10/2012
					Production" by IconMobile. A presentation mentioning	
SAMNDCA10266062	SAMNDCA10266143	82	Jeeyeun Wamg	No date	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
O/MINIODO/(10200144	O/WINDO/(1020014)		occycum vvamg	2010	No title, by Samsung Electronics. Mentions that iPhone	1/10/2012
					is using bubble metaphor. Appears to be a near	
SAMNDCA10266148	SAMNDCA10266151	4	Jeeyeun Wamg	No date	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
O/WINDO/NTOZOOTSZ	OAWINDOA 10200100	23	occycum vvamg	2/24/2010	"Global Segmentation 2.0 Survey Result" by	1/10/2012
					Wireless Marketing Group - Product Planning Group.	
SAMNDCA10266181	SAMNDCA10266351	171	Jeeyeun Wamg	Jan-10	Mentions Apple and the iPhone.	1/13/2012
					"2011 CHINA TD-SCDMA Original Design Report"	
SAMNDCA10266352	SAMNDCA10266362	11	Jeeyeun Wamg	May-10	by Samsung Mobile Design. A report mentioning the iPhone.	1/13/2012
O/WINDO/NTOZOOSSZ	O/WINDO/(10200302		occycum vvamg	Way 10	"Social Networks & Travel" by M. A magazine issue	1/10/2012
SAMNDCA10266363	SAMNDCA10266383	21	Jeeyeun Wamg	2009	mentioning Apple and the iPhone.	1/13/2012
					"iPhone Human Interface Guidelines User	
				- /- /	Experience" by Apple. Contains guidelines to creation	
SAMNDCA10266384	SAMNDCA10266513	130	Jeeyeun Wamg	9/9/2009	of the iPhone UI. "Competitor Analysis Design & Layout", no author.	1/13/2012
SAMNDCA10266514	SAMNDCA10266543	30	Jeeyeun Wamg	No date	Discusses the iPhone's theme.	1/13/2012
C/ IIVII 12 C/ 11 OZ COCC 1 1	0/ WII 12 0/ 1102000 10	- 00	occycum vvamg	110 date	No title, no author. Mentions the iPhone's cut and	1710/2012
SAMNDCA10266544	SAMNDCA10266588	45	Jeeyeun Wamg	Jul-09	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
0.1111120.11020000	0, 1111 12 0, 110 2001 10	0.	occycum rrumg	00.00	and it riches	., 10,2012
					"Android Strength/Weakness Analysis" by Open OS	
SAMNDCA10266750	SAMNDCA10266814	65	Jeeyeun Wamg	No date	S/W Group. Uses the iPhone for comparison.	1/13/2012
					"Competitor Company UX Analysis for Lismore UX	
					Inprovement" by SunHang UX Development Lab, GA Lab. Analyzes the UIs of Hero, Magic, iPhone, and	
SAMNDCA10266815	SAMNDCA10266860	46	Jeeyeun Wamg	8/23/2009	Pantheon.	1/13/2012
					"Touch Wiz3.0 Samsung Android UX Strategy" by	
SAMNDCA10266861	SAMNDCA10266885	25	Jeeyeun Wamg	No date	Design Group Android TF. Mentions the iPhone. "Touch Wiz3.0 Samsung Android UX Strategy" by	1/13/2012
					Design Group Android TF. Mentions the iPhone.	
					Appears to be a near duplicate of	
SAMNDCA10266886	SAMNDCA10266910	25	Jeeyeun Wamg	No date	SAMNDCA10266861.	1/13/2012
CAMANDOAAOOCOOAA	CAMAIDCAAOOCCOEZ	47	1	No data	"Samsung Android UX" by Design Group et al.	4/42/2042
SAMNDCA10266911	SAMNDCA10266957	47	Jeeyeun Wamg	No date	Features the iPhone's home screen. "TouchWiz 3.0" by UX Part / Design Group. Includes	1/13/2012
SAMNDCA10266958	SAMNDCA10267009	52	Jeeyeun Wamg	No date	screenshots of the iPhone.	1/13/2012
					"Aries Usability Improvement Request Details" by	
					Android TF. Compares Aries and Nexus One,	
CAMANDO A 40007040	CAMAIDCA 40007000	-4	1	2/5/2040	addresses the problems of Aries, and mentions the	4/42/2042
SAMNDCA10267010	SAMNDCA10267060	51	Jeeyeun Wamg	3/5/2010	iPhone's UI. "Aries Usability Improvement Request Details" by	1/13/2012
SAMNDCA10267061	SAMNDCA10267083	23	Jeeyeun Wamg	2/25/2010	Android TF. Mentions the iPhone's UI.	1/13/2012
					"Jupiter - Main SW Feature List and Priority" no	
SAMNDCA10267084	SAMNDCA10267091	8	Jeeyeun Wamg	No date	author. Mentions the iPhone.	1/13/2012
CAMADOA40007007	CAMAIDOA4600744	00	la augus 147	0/40/0000	"Samsung Android Presentation Structure" by	4/40/0010
SAMNDCA10267092	SAMNDCA10267111	20	Jeeyeun Wamg	9/13/2009	Android TF. Mentions the iPhone. "Samsung Android UX" by Design Group et al.	1/13/2012
SAMNDCA10267112	SAMNDCA10267142	31	Jeeyeun Wamg	9/4/2009	Mentions the iPhone.	1/13/2012
5. um 12 5. 110207 112	57 HILL 57 (1020) 142	<u> </u>	200,00011 Training	3, .,2000	"State Of The Art", no author. Mentions Apple and the	.,,
SAMNDCA10267304	SAMNDCA10267365	62	Jeeyeun Wamg	No date	iPhone.	1/13/2012
CAMANDOAACCO	CAMAIDOAACCCTCT		la augus 147	h11	No title, no author, no date. Indicating that iPhone 3G	4/40/0010
SAMNDCA10267366	SAMNDCA10267372	7	Jeeyeun Wamg	No date	supports C-type text input, unlike before. "Pantheon - Task Flows. Internet Browser", no	1/13/2012
SAMNDCA10267373	SAMNDCA10267468	96	Jeeyeun Wamg	7/16/2009	author. Mentions iPhone's copy function.	1/13/2012
3, 130/11020/070	5, 56, (1520) 400	- 55	Joo, Jan Wang	., 10,2000	The state of the s	., .0,2012
					"TouchWiz 3.0 Improvement - Depth comparative	
					analysis", by Samsung Mobile UX Design. Includes a	
SAMNDCA10267469	SAMNDCA10267528	60	Jeeyeun Wamg	11/24/2009	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
5. WILLD GATIOZOT 529	57 WHI 12 OF 10201332		Jooyoun wanty	11/20/2000	55.55Shoto of the fi field.	17 10/2012

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					"Usability Evaluation Result Report GT-S5620	
					(Monte)" by Global CS Team Advanced Quality Group. Includes a comparison of Samsung Monte and	
SAMNDCA10267685	SAMNDCA10267712	28	Jeeyeun Wamg	1/6/2010	the iPhone Uis.	1/13/2012
				.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
					"SLP Base Smartphone UI Development	
					Collaboration Kick-off" by UX Solution Group, DMC	
SAMNDCA10267713	SAMNDCA10267740	28	Jeeyeun Wamg	2/4/2010	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
O/ WINTE O/ TTO ZO / / TT	C/ III II DO/ (1020/ 110	Ŭ	occycun wung	1 05 10	Werthorie the in Florie.	1710/2012
					No title, no author. Presentation document includes a	
0.1.11.10.0.1.00.0.775.1	0.44410.0440.07755	_			screenshot of the iPhone home screen and icons in	4/40/0040
SAMNDCA10267751	SAMNDCA10267755	5	Jeeyeun Wamg	No date	comparison to Lismore home screen and icons. No title, no author. Presentation document includes a	1/13/2012
					screenshot of the iPhone home screen and icons in	
					comparison to Lismore home screen and icons.	
					Appears to be a near duplicate of	
SAMNDCA10267756	SAMNDCA10267759	4	Jeeyeun Wamg	No date	SAMNDCA10267751.	1/13/2012
					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	
SAMNDCA10267760	SAMNDCA10267762	3	Jeeyeun Wamg	No date	icons.	1/13/2012
			j			
					"Lismore, i-Phone Comparison Evaluation Result"	
					by Product Technology Team SW Verification Group.	
SAMNDCA10267763	SAMNDCA10267898	136	Jeeyeun Wamg	2/21/2010	Includes a comparison of Lismore and the iPhone Uis.	1/13/2012
					"TouchWiz 3.0 UX Improvement Progress" by	
					Design Group. It compares the before and after of	
SAMNDCA10267931	SAMNDCA10267964	34	Jeeyeun Wamg	1/21/2010	TouchWiz 3.0 UX improvement. Mentions the iPhone.	1/13/2012
					"TouchWiz 3.0 UX Improvement Progress" by	
SAMNDCA10267965	SAMNDCA10268008	44	Jeeyeun Wamg	1/29/2010	Design Group. Includes screenshots of the iPhone.	1/13/2012
					"TouchWiz 3.0 UX Improvement Progress" by	
SAMNDCA10268009	SAMNDCA10268044	36	Jeeyeun Wamg	1/29/2010	Design Group. Includes screenshots of the iPhone.	1/13/2012
					No title, no author. Includes a screenshot of the iPhone	
SAMNDCA10268045	SAMNDCA10268046	2	Jeeyeun Wamg	No date	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
3AMMDCA10200047	SAMINDOA 1020007 1	25	Jeeyeun wang	NO date	"Pantheon - eBook", no author. Mentions the ipad's	1/13/2012
					UI as an example. Appears to be a near duplicate of	
SAMNDCA10268072	SAMNDCA10268096	25	Jeeyeun Wamg	No date	SAMNDCA10268047.	1/13/2012
0.444100.44000007	0.1.11.12.0.1.10.00.1.10	=0		2212	"Usability Evaluation" by Samsung, 2010. Mentions	4/40/0040
SAMNDCA10268097	SAMNDCA10268146	50	Jeeyeun Wamg	2010	the iPhone. No title, no author. Including screenshots of the iPhone	1/13/2012
					background images and screenshots of non-Samsung	
SAMNDCA10268147	SAMNDCA10268166	20	Jeeyeun Wamg	No date	phone user interfaces.	1/13/2012
0.44410.0440.004.07	0.4.4.1.1.0.0.4.0.0.4.0.0	4.4	1	No. dete	No title, no author. Includes screenshots of the iPhone	4/40/0040
SAMNDCA10268167	SAMNDCA10268180	14	Jeeyeun Wamg	No date	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
3 27.1.0200.101			,			.,
					"TouchWiz 3.0 Youth" by UX Design Group, 2009.	
SAMNDCA10268215	SAMNDCA10268257	43	Jeeyeun Wamg	2009	Includes a survey where the iPhone is mentioned.	1/13/2012
					"Youth UX" by UX Design Group, 2009. Includes a	
SAMNDCA10268258	SAMNDCA10268307	50	Jeeyeun Wamg	2009	survey where the iPhone is mentioned. Appears to be a near duplicate of SAMNDCA10268215.	1/13/2012
5, 12 5/110200200	2 12 0. 110200001	- 30	200,0001 Waining		No title, no author. Mentions the iPhone. Appears to be	1, 10,2012
SAMNDCA10268308	SAMNDCA10268311	4	Jeeyeun Wamg	No date	a near duplicate of SAMNDCA10268312.	1/13/2012
			l T		No title, no author. Mentions the iPhone. Appears to be	
SAMNDCA10268312	SAMNDCA10268315	4	Jeeyeun Wamg	No date	a near duplicate of SAMNDCA10268308.	1/13/2012
					"TouchWiz 3.0 Youth" by UX Design Group, 2009. Includes a survey where the iPhone is mentioned.	
					Appears to be a near duplicate of	
SAMNDCA10268316	SAMNDCA10268358	43	Jeeyeun Wamg	2009	SAMNDCA10268215.	1/13/2012
					"Youth UX" by UX Design Group, 2009. Includes a	_
					survey where the iPhone is mentioned. Appears to be	
SAMNDCA10268359	SAMNDCA10268408	50	Jeeyeun Wamg	2009	a near duplicate of SAMNDCA10268258.	1/13/2012
					"Mobile Youth" by unknown author. This document reports on insights into youth mobile use and mentions	
SAMNDCA10268409	SAMNDCA10268421	13	Jeeyeun Wamg	Feb-09	Apple and iPhone.	1/13/2012
3 27110200100	5. (10200 121		,		"MOTOBLUR" by Samsung. A presentation that	.,
SAMNDCA10268459	SAMNDCA10268492	34	Jeeyeun Wamg	No date	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
67 WWW 25 CT 0200 100	9/1WINDE/110200001	<u> </u>	occycum wamg	110 date	"Life Story Telling Research", no author. Mentions iPhone in 'Competitors' analysis' section and Apple in	1710/2012
SAMNDCA10268502	SAMNDCA10268597	96	Jeeyeun Wamg	No date	'Competitors' analysis > PC applications' section.	1/13/2012
					"TouchWiz 3.0 Youth" by Samsung. A presentation in	
SAMNDCA10268598	SAMNDCA10268638	41	Jeeyeun Wamg	2009	which iPhone is mentioned in 1st interview results.	1/13/2012
					"Youth User Interview" by Youth TF. A presentation	
SAMNDCA10268639	SAMNDCA10268683	45	Jeeyeun Wamg	12/10/2009	in which iPhone is mentioned in 1st interview results.	1/13/2012
					"TouchWiz 3.0 Youth" by Samsung. A presentation in	
SAMNDCA10268684	SAMNDCA10268728	45	Jeeyeun Wamg	2010	which iPhone is mentioned in 1st interview results.	1/13/2012
					"TouchWiz 3.0 Youth" by Samsung. A presentation in	
					which iPhone is mentioned in 1st interview results.	
SAMNDCA10268729	SAMNDCA10268773	45	Jeeyeun Wamg	2010	Possible dupe of SAMNDCA10268684	1/13/2012
					"TouchWiz 3.0 Youth" by Samsung. A presentation in	
SAMNDCA10268774	SAMNDCA10268815	42	Jeeyeun Wamg	2009	which iPhone is mentioned in 1st interview results.	1/13/2012
					"TouchWiz 3.0 Youth" by Youth TF at UX Design Group at Samsung. A presentation in which iPhone is	
SAMNDCA10268816	SAMNDCA10268858	43	Jeeyeun Wamg	2009	mentioned in 1st interview results.	1/13/2012
					"TouchWiz 3.0 Youth" by Youth TF at UX Design Group at Samsung. A presentation in which iPhone is	
SAMNDCA10268859	SAMNDCA10268902	44	Jeeyeun Wamg	2010	mentioned in 1st interview results.	1/13/2012
					"Mobile for Youth TF 4 team: Cross Imaging Experience" by 2429 Young Professional Imaging	
					Sharing Mobile Device, a presentation mentioning	
SAMNDCA10268903	SAMNDCA10269053	151	Jeeyeun Wamg	8/19/2009	iPhone, iPhone3GS and Apple.	1/13/2012
					"Chicago Social Media Tribe" by gravitytank	
CAMNIDO A 4 00 COOF 4	CAMANDCA 400C00C0	40	In a	D 00	collaborating with samsung, research presentation.	4/42/2042
SAMNDCA10269054	SAMNDCA10269063	10	Jeeyeun Wamg	Dec-09	Includes comments regarding iPhone by iPhone users. "Youth User Interview" by Youth TF, a presentation	1/13/2012
SAMNDCA10269064	SAMNDCA10269076	13	Jeeyeun Wamg	12/10/2009	mentioning iPhone.	1/13/2012
					"Youth User Interview" by Youth TF, a presentation mentioning iPhone. Appears to be a near duplicate of	
					SAMNDCA10269064. This version includes result	
SAMNDCA10269077	SAMNDCA10269097	21	Jeeyeun Wamg	No date	summary. "Youth User Interview" by Youth TF. A presentation	1/13/2012
					in which iPhone is mentioned in 1st interview results.	
SAMNDCA10269098	SAMNDCA10269142	45	Jeeyeun Wamg	No date	Appears to be a near duplicate of SAMNDCA10268639.	1/13/2012
CAMINDOA 10203030	GAWINDO/(10203142	70	occycun wang	140 date	"Youth User Interview" by Youth TF, a presentation	1/10/2012
SAMNDCA10269143	SAMNDCA10269155	13	Jeeyeun Wamg	No date	mentioning iPhone. Appears to be a near duplicate of SAMNDCA10269077.	1/13/2012
3AMINDOA10209143	SAWINDCA 10209133	13	Jeeyeun waing	No date	"Desk Research: Youth" by DS cell, a presentation	
SAMNDCA10269156	SAMNDCA10269185	30	Jeeyeun Wamg	9/21/2009	mentioning Apple and iPhone.	1/13/2012
					"Qualitative Research Reports: Domestic Design Preference Research Report" by WISE INSIGHT, a	
CAMANDOA4000455	CAMAIDOA 1000000	6.4	January Men	A	presentation mentioning Apple, iPhone and iPod	4/40/0040
SAMNDCA10269186	SAMNDCA10269269	84	Jeeyeun Wamg	Aug-09	Touch.	1/13/2012
					"Samsung Mobility 2012: Field Research	
SAMNDCA10269274	SAMNDCA10269280	7	Jeeyeun Wamg	5/13/2010	Summary " by IDEO, a presentation mentioning Apple, iPhone, iPad in usages and user comments.	1/13/2012
220.1.0200214	2	<u> </u>	, , 5 a 17 ay	2, 10,2010	"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	
SAMNDCA10269281	SAMNDCA10269288	8	Jeeyeun Wamg	No date	recommendations.	1/13/2012
					"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	
SAMNDCA10269289	SAMNDCA10269341	53	Jeeyeun Wamg	7/31/2010	Apple products and iPhone 4.	1/13/2012

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					"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	
SAMNDCA10269342	SAMNDCA10269352	11	Jeeyeun Wamg	No date	learned and strategies.	1/13/2012
0/10/10/203342	O/AMINDO/(10203332	- ' '	occycum vvamg	140 date	"Samsung UX Lovemarks for Smart phones: the	1/13/2012
					future beyond brands. Lovemarks." by future design	
					lab, undated. Compares iPhone and Samsung	
SAMNDCA10269353	SAMNDCA10269387	35	Jeeyeun Wamg	No date	products.	1/13/2012
					"Sensory Cues" by unknown author, undated.	
SAMNDCA10269406	SAMNDCA10269421	16	Jeeyeun Wamg	No date	Mentions iPhone.	1/13/2012
					"TW 3.0: Feedback for Hard key Operation Rule" by	
					Samsung Design America, a presentation mentioning	
SAMNDCA10269422	SAMNDCA10269429	8	Jeeyeun Wamg	2/3/2010	iPhone.	1/13/2012
					"Amethyst, iPhone Usability Test Results" by S/W	
					Verification Group. Comparative analysis of Samsung	
SAMNDCA10269446	SAMNDCA10269545	100	Jeeyeun Wamg	3/24/2010	Amethyst and Apple iPhone.	1/13/2012
					"Amethyst, iPhone Usability Test Results" by S/W	
					Verification Group. Comparative analysis of Samsung	
					Amethyst and Apple iPhone. Appears to be a near	
SAMNDCA10269546	SAMNDCA10269642	97	Jeeyeun Wamg	No date	duplicate of SAMNDCA10269446.	1/13/2012
					"Next Generation Icons Preference Survey Results"	
					by Design Strategy Part (wireless) at Samsung, a	
					presentation. Apple iPhone is one of the 5 survey	
SAMNDCA10269643	SAMNDCA10269700	58	Jeeyeun Wamg	9/30/2010	models.	1/13/2012
					No title, no author, undated. This is a spreadsheet of a	
		_			survey. iPhone OS4, iPhone 3Gs, iPhone, iPhone 3g	
SAMNDCA10269701	SAMNDCA10269705	5	Jeeyeun Wamg	No date	mentioned.	1/13/2012
					N 20 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
					No title, no author, undated. This is a spreadsheet of a	
CAMBIDC 440200700	SAMNDCA10269719	4.4	In a	No dota	survey about icons and screens. One comment states	4/40/0040
SAMNDCA10269706	SAMINDCA 102697 19	14	Jeeyeun Wamg	No date	that looking at the icon's layout, iphone comes to mind.	1/13/2012
					"Analysis of iPhone customers' application usage	
					and inclinations" by kt Economy Management Research Center. Survey of iPhone application	
SAMNDCA10269722	SAMNDCA10269739	18	Jeeyeun Wamg	3/2/2010	possession, usage and inclinations.	1/13/2012
SAMINDOA 10203722	SAMINDOA 102097 39	10	Jeeyeun wanig	3/2/2010	"GALAXY Tab User Demo Articles Collected" by	1/13/2012
SAMNDCA10269749	SAMNDCA10269768	20	Jeeyeun Wamg	9/27/2010	Marketing Group. Mentions iPad.	1/13/2012
0/10/10/203143	O/NIVINDO/(10203700	20	occycum vvamg	3/21/2010	"Changes and opportunities brought on by smart	1/15/2012
					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,	
SAMNDCA10269769	SAMNDCA10269781	13	Jeeyeun Wamg	No date	iPod Touch, and iPhone.	1/13/2012
					"Mobile Industry Hotspot" by NBI Part at Product	
					Planning Group. Mentions Apple products including	
SAMNDCA10269782	SAMNDCA10269795	14	Jeeyeun Wamg	10/8/2010	iPhone 4 and iPad.	1/13/2012
					"Mobile Industry Hotspot" by NBI Part at Product	
					Planning Group. Mentions Apple products including	
SAMNDCA10269796	SAMNDCA10269811	16	Jeeyeun Wamg	June-10	iPhone 4, iPhone 3GS, iPad.	1/13/2012
					"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	
SAMNDCA10269812	SAMNDCA10269917	106	Jeeyeun Wamg	6/18/2008	Larusdottir. Mentions iPhone.	1/13/2012
044445	0.44.015.00.000.000				"Idle Clock GUI lab" illegible author, illegible date.	
SAMNDCA10269918	SAMNDCA10269932	15	Jeeyeun Wamg	No date	Mentions iPhone as one of three competitors.	1/13/2012
					"Samsung Youth Mobile Phones" by Robert	
0444100440070055	0444100440070455		1	Nie I d	Murdock, Tavish MacLellan, illegible date. Mentions	4/40/0040
SAMNDCA10270050	SAMNDCA10270100	51	Jeeyeun Wamg	No date	iPhone.	1/13/2012
					"Particular Advantages of Samsung Omnia over	
					the Competitors (H, A)" by unknown author, undated.	
SAMNIDO A 40070400	SAMNIDO A 10070100	E0.	loovern Mars	No dete	Comparatively analyzes HTC Diamond, iPhone 3G,	1/12/2012
SAMNDCA10270108	SAMNDCA10270166	59	Jeeyeun Wamg	No date	and Samsung Omnia.	1/13/2012
					"iPhone 3G Analysis: H/W" by Mobile	
					Communication Division at Samsung, a presentation.	
SAMNIDO A 10070467	SAMNIDO A 10270100	1.4	Jeeyeun Wamg	7/11/2000	Comparatively analyzes iPhone 3G with existing iPhone.	1/12/2012
SAMNDCA10270167	SAMNDCA10270180	14	Jeeyeun wamg	7/11/2008	-	1/13/2012
					"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,	
SAMNDCA10270181	SAMNDCA10270208	28	Jeeyeun Wamg	7/12/2008	iPhone 3G and Omnia.	1/13/2012
	J. 11711 1D J/11 02 1 02 00		. Jooy Journ Walling	1,12,2000	OO and Onnia.	

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SAMNDCA10270548	SAMNDCA10270689	140	Jacyana Wama	9/44/2009	"Global UX: Phonebook UI ver. 0.9" by Mobile User Interface Team at Samsung, a presentation mentioning	1/12/2012
SAMINDCA10270548	SAMINDCA 10270689	142	Jeeyeun Wamg	8/14/2008	iPhone.	1/13/2012
					"Global UX: Phonebook UI ver. 0.9" by Mobile User Interface Team at Samsung, a presentation mentioning iPhone. Near dupliate of SAMNDCA10270548 but	
SAMNDCA10270900	SAMNDCA10270922	23	Jeeyeun Wamg	No date	many portions of this document are illegible. "Key user benefits for 4 categories" by unknown	1/13/2012
SAMNDCA10270942	SAMNDCA10270954	13	Jeeyeun Wamg	No date	author, undated. Mentions the iPhone. "Samsung Android UX" by Samsung Android TF at	1/13/2012
SAMNDCA10271016	SAMNDCA10271062	47	Jeeyeun Wamg	No date	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
			J		"Samsung TN GUI Framework: Executive Summary" by unknown author, undated. Mentions	
SAMNDCA10271159	SAMNDCA10271177	19	Jeeyeun Wamg	No date	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
0.444074.007	0.444100.4400740.40	47	In a second Warran	No. dete	"The C: UI Scenario" by unknown author. Mentions	4/40/0040
SAMNDCA10271233	SAMNDCA10271249	17	Jeeyeun Wamg	No date	that the iPad helped popularize the tablet market. "Samsung Lovemark Mobile & Web Research:	1/13/2012
SAMNDCA10271250	SAMNDCA10271320	71	Jeeyeun Wamg	6/23/2010	Lovemarks " by gotomedia. Uses Apple and the iPhone as an example.	1/13/2012
					"Product Sheet - Approval Notice: 2011 NA GUI	
SAMNDCA10271323	SAMNDCA10271326	4	Jeeyeun Wamg	2/8/2010	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
SAMNIDC	CAMAIDC A 10271521	24	January Wama	No data	"Mobile UX Roadmap [2009-2010]: Technology & Industry Issues" by Yonju Lee at UDS Group at	1/12/2012
SAMNDCA10271498	SAMNDCA10271521	24	Jeeyeun Wamg	No date	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. "Appendix" by unknown author. This presentation	1/13/2012
SAMNDCA10271595	SAMNDCA10271743	149	Jeeyeun Wamg	No date	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. Unititled presentation, by GUI Studio at Samsung	1/13/2012
SAMNDCA10271906	SAMNDCA10271931	26	Jeeyeun Wamg	2008	Wireless Design Ux Part. Mentions the iPhone.	1/13/2012
SAMNDCA10271932	SAMNDCA10271959	28	Jeeyeun Wamg	2008	Unititled presentation, by GUI Studio at Samsung Wireless Design Ux Part. Mentions the iPhone.	1/13/2012
SAMNDCA10271960	SAMNDCA10271976	17	Jeeyeun Wamg	2008	Unititled 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
					"2009 GUI Archetype: Summary" by unknown author. Mentions the iPhone. Possible dupe of	
SAMNDCA10272068	SAMNDCA10272102	35	Jeeyeun Wamg	No date	SAMNDCA10272033.	1/13/2012

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	1		1			
					"GUI themes survey: 1:1 interview @ system	
					concepts" by Polly Shelton & Katherine Lee at System	
CAMAIDCA40070400	CAMAIDCAA007040E	00	January Wang	F /0F /0000	Concepts at Samsung Design Europe, May 25-28,	4/42/2042
SAMNDCA10272103	SAMNDCA10272185	83	Jeeyeun Wamg	5/25/2009	2009. A presentation mentioning the iPhone.	1/13/2012
					"2009 GUI Archetype: 1:1 Interview @SEF" by	
					Sunny Yang & Diana Ng at Samsung Design Europe,	
SAMNDCA10272186	SAMNDCA10272225	40	Jeeyeun Wamg	4/2/2009	April 2-3, 2009. A presentation mentioning the iPhone. "Final Report: North American GUI Archetype	1/13/2012
SAMNDCA10272226	SAMNDCA10272336	111	Jeeyeun Wamg	5/18/2009	Study" by Gist Design. Mentions the iPhone.	1/13/2012
			3		"GUI Design Principle: Color Usage Guide" by GUI	.,
					Studio at Samsung Wireless Design UX Part. Features	
SAMNDCA10272337	SAMNDCA10272387	51	Jeeyeun Wamg	No date	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
ONIVINDON 1021 2000	GAININD OATOZI 2401	20	occycum wamg	140 date	Presentation document is illegible. However, viewed in	1/13/2012
					"text view", document is entitled "Apple	
					iPhone/Application Map". Analyzes iPhone (v2.0), its	
SAMNDCA10272408	SAMNDCA10272408	1	Jeeyeun Wamg	2/20/2008	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
OAWINDOA 1021 2403	CANNIND OATOZI Z410	10	occycum wamg	3/10/2000	OX Fart. Mentions Apple and the ir fione.	1/13/2012
					"2010 Normal Archetype GUI Project" by unknown	
SAMNDCA10272419	SAMNDCA10272426	8	Jeeyeun Wamg	11/12/2010	author. Mentions Apple OS and the iPhone.	1/13/2012
					UNAchile LIV for Mahile 2 Or LIV for ever commissions	
					"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	
SAMNDCA10272443	SAMNDCA10272491	49	Jeeyeun Wamg	No date	Apple iPod brand as an example.	1/13/2012
					"Mobile UX for Mobile 2.0: UX for ever complicating	
					mobile environments" by Donghoon Chang at	
					Samsung, Vice President, Head of Mobile UX. A	
0.1.11.17.0.1.0070.100	0444100440070540			N	presentation mentioning the iPhone and using the	1/10/0010
SAMNDCA10272492	SAMNDCA10272543	52	Jeeyeun Wamg	No date	Apple iPod brand as an example.	1/13/2012
					"Mobile UX for Mobile 2.0: UX for ever complicating	
					mobile environments" by Donghoon Chang at	
					Samsung, Vice President, Head of Mobile UX. A	
SAMNDCA10272544	SAMNDCA10272588	45	Jeeyeun Wamg	No date	presentation mentioning the iPhone. "UX for Mobile 2.0" by Donghoon Chang at Samsung,	1/13/2012
					Vice President, Head of Mobile UX. Mentions the	
SAMNDCA10272589	SAMNDCA10272623	35	Jeeyeun Wamg	No date	iPhone.	1/13/2012
I					"UX for Mobile 2.0" by Donghoon Chang at Samsung, Vice President, Head of Mobile UX. Mentions the	
SAMNDCA10272624	SAMNDCA10272658	35	Jeeyeun Wamg	No date	iPhone. Possible dupe of SAMNDCA10272589.	1/13/2012
					"Samsung Mobile UX" by illegible author. Mentions	
SAMNDCA10272659	SAMNDCA10272722	64	Jeeyeun Wamg	No date	the iPhone.	1/13/2012
SAMNDCA10272723	SAMNDCA10272775	53	Jeeyeun Wamg	No date	"Samsung Mobile UX" by illegible author. Mentions the iPhone.	1/13/2012
GAIVIND GA TUZT ZT Z3	GAIVIND GA 102/2/15	აა	Jeeyeun waing	ino date	"Creating an Emotional Journey" by Donghoon	1/13/2012
					Chang, Vice President, User Experience Group,	
					Samsung. A presentation mentioning Apple, the iPod,	
SAMNDCA10272776	SAMNDCA10272826	51	Jeeyeun Wamg	No date	and the iPhone.	1/13/2012
					"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	
SAMNDCA10272827	SAMNDCA10272877	51	Jeeyeun Wamg	No date	SAMNDCA10272776.	1/13/2012
					"Things that the world had yet to hear of in 1998" by unknown author. Mentions Apple, the iPod and the	
SAMNDCA10272878	SAMNDCA10272914	37	Jeeyeun Wamg	No date	iPhone.	1/13/2012
			,			
					"Focus groups with females: final presentation.	
					Yearly Outsourcing Contract #6" by Katherine Lee,	
SAMNDCA10272915	SAMNDCA10273072	158	Jeeyeun Wamg	7/23/2008	Catherine Cooper at Samsung Design Europe. Mentions Apple and the iPhone.	1/13/2012
				.,_3,200	The state of the s	.,
					"2009 Archetype Design Suggestion" by Mobile	
SAMNDCA10273073	SAMNDCA10273096	24	Jeeyeun Wamg	No date	Design Group / Strategy MI Part. Mentions the iPhone.	1/13/2012

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					"01 Style: State of the art Style & brand Stylish	
SAMNDCA10273097	SAMNDCA10273137	41	Jeeyeun Wamg	No date	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	SAMNDCA10273775				"2010 Circular Design: Segmental Usage Theme." By UX Part Strategy Research. This presentation discusses segmentation user research done on usage	
SAMNDCA10273824	SAMNDCA10273823	53	Jeeyeun Wamg	8/11/2008 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 Wamq	
SAMNDCA10273877 SAMNDCA10273894 18 Jeeyeun Wamq No date Ornia.	
SAMNDCA10273895 SAMNDCA10273925 31 Jeeyeun Wamg 4/25/2008 sales. SAMNDCA10273895 SAMNDCA10273925 31 Jeeyeun Wamg 4/25/2008 sales. SAMNDCA10273895 SAMNDCA10273925 31 Jeeyeun Wamg 4/25/2008 sales. SAMNDCA10273926 SAMNDCA10273942 17 Jeeyeun Wamg 4/21/2008 Phone Usage Interviews Topline Report." By Creative Consumer Research (CCR Houston), This document analyzes the mobile telephone user market based on various search of Users; mentions in Phone's features and users' opinions about the Phone. SAMNDCA10273926 SAMNDCA10273942 17 Jeeyeun Wamg 4/21/2008 Phone. SAMNDCA10273943 SAMNDCA10274010 68 Jeeyeun Wamg 8/1/2008 Phone. SAMNDCA10273943 SAMNDCA10274010 68 Jeeyeun Wamg 8/1/2008 Phone. SAMNDCA10273943 SAMNDCA10274000 Phone Users and users' opinions about the Phone. SAMNDCA10274011 SAMNDCA10274069 59 Jeeyeun Wamg 3/24/2008 strategy for Samsung Corpus North America Part. This presentation analyzes U.S. smartphone competitors, including the Phone, and discusses the winning strategy for Samsung Sunderly Market Phone, and discusses the winning strategy for Samsung Mobile Phone and discusses the winning strategy for Samsung Mobile Phone UX Guide: MagicWheel Touch, Basic Interaction." By Samsung, Mentions Phone's Samsung Mobile Phone UX Guide: MagicWheel Touch, Basic Interaction." By Samsung, Mentions Phone's Samsung Mobile Phone Sull screen in player. SAMNDCA10274193 SAMNDCA10274184 46 Jeeyeun Wamg 6/14/2008 Uptone's Mill screen in player. Appears to be a near discusses marketing According to the Phone Sull screen in player. Appears to be a near discusses marketing According to the Phone Sull screen in player. Appears to be a near discusses was marketing According the Phone Sull screen in player. Appears to be a near discusses was market phone. SAMNDCA10274193 SAMNDCA10274214 46 Jeeyeun Wamg Adaption Phone's Sull screen in player. Appears to be a near discusses was marketing According to the Phone. SAMNDCA10274215 SAMNDCA10274215 SAMNDCA10274234 84 Jeeyeun Wamg Adaption Phone's Sull screen in player. Publication	SAMNDCA10273877
Mobile Phone Usage Interviews Topline Report.*	
SAMNDCA10273926 SAMNDCA10273942 17 Jeeyeun Wamg 4/21/2008 Phone is a market based on various segments of users; mentions 1/13/20 Phone is fatary and users' opinions about the Phone is fatary and users' opinion abou	SAMNDCA10273895
SAMNDCA10274070 SAMNDCA10274132 46 Jeeyeun Wamg 6/14/2008 19-bone's full screen in player. Appears to be a near duplicated SAMNDCA10274169 SAMNDCA10274168 36 Jeeyeun Wamg 6/14/2008 19-bone's full screen in player. Appears to be a near duplicated SAMNDCA10274215 SAMNDCA10274250 36 Jeeyeun Wamg 4/30/2008 19-bone's full screen in player. No date SAMNDCA10274251 SAMNDCA10274233 84 Jeeyeun Wamg 7/18/2008 19-bone's full screen in player. SAMNDCA10274255 SAMNDCA10274233 84 Jeeyeun Wamg 7/18/2008 19-bone's full screen in player. 1/13/20	
Research Results." Ey 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. SAMNDCA10273943 SAMNDCA10274010 68 Jeeyeun Wamg 8/1/2008 "U.S. Smartphone (Open COS) & Featured Messaign 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. SAMNDCA10274071 SAMNDCA10274069 59 Jeeyeun Wamg 3/24/2008 "Vorldwide Smart Mobile Devices Q1 2008, Quarterly Market Overview." By Canalys. com. Discusses how Apple's market share for smartphone Increased. SAMNDCA10274070 SAMNDCA10274086 17 Jeeyeun Wamg 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 SAMNDCA10274183 SAMNDCA10274168 36 Jeeyeun Wamg 6/14/2008 "GSM Februer In player. Appears to be a near duplicate of SAMNDCA10274087 With fewer sildes. 1/13/20 "Competition of SAMNDCA10274179 SAMNDCA10274214 46 Jeeyeun Wamg No date "GSM Februer In player. Appears to be a near duplicate of SAMNDCA10274087 With fewer sildes. 1/13/20 "Competition of SAMNDCA10274251 SAMNDCA10274250 36 Jeeyeun Wamg 7/18/2008 "Competition of SAMNDCA10274251 SAMNDCA10274334 84 Jeeyeun Wamg 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. 1/13/20 SAMNDCA10274333 SAMNDCA10274357 23 Jeeyeun Wamg	SAMNDCA10273926
"U.S. Smartphone (Open OS) & Featured Messaging Phone (Normal OS) Product Strategy." By Froduct Planning Group, North America Part. This presentation analyzes U.S. smartphone competitors, including the iPhone, and discusses the winning 1/13/20 "Worldwide Smart Mobile Devices Q1 2008, Quarterly Market Overview." By Canalys.com. Discusses how Apple's market share for smartphone increased "SamNDCA10274070" SAMNDCA10274086 17 Jeeyeun Wamg No date "Samsung Mobile Phone UX Guide: MagicWheel Touch, Basic Interaction." By Samsung. Mentions iPhone's full screen in player. 46 Jeeyeun Wamg 6/14/2008 Gravity Tank. This presentation discusses marketing Acme and users' opinion about the iPhone. 1/13/20 "Gravity Tank. This presentation discusses marketing Acme and users' opinion about the iPhone. 1/13/20 SaMNDCA10274215 SAMNDCA10274250 36 Jeeyeun Wamg 4/30/2008 Gravity Tank. This presentation discusses the NTouch browser and nentions iPhone's coming by double-tap function. "Unicon: TouchWiz Basic Interaction." By Samsung NT is presentation discusses what TouchWiz is and how it works; mentions iPhone's full screen in player. 1/13/20 Samsung. This presentation discusses what TouchWiz is and how it works; mentions iPhone's full screen in player. 1/13/20 Samsung. This presentation discusses what TouchWiz is and how it works; mentions iPhone's full screen in player. 1/13/20 Samsung. This presentation discusses the NTouch browser and how it works; mentions iPhone's full screen in player. 1/13/20 Samsung. This presentation discusses the NTouch browser and how it works; mentions iPhone's full screen in player. 1/13/20 Samsung. This presentation discusses what TouchWiz is and how it works; mentions iPhone's full screen in player. 1/13/20 Samsung. Mentions iPhone's full screen in player. 1/13/20 Samsung. Mentions iPhone's full screen in player. 1/13/20	0.110170.110770.10
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SAMNDCA10274070 SAMNDCA10274086 17 Jeeyeun Wamg No date "Samsung Mobile Phone UX Guide: MagicWheel Touch, Basic Interaction." By Samsung. Mentions iPhone's full screen in player. 1/13/20 SAMNDCA10274133 SAMNDCA10274168 36 Jeeyeun Wamg No date "Samsung Mobile Phone UX Guide: MagicWheel Touch, Basic Interaction." By Samsung. Mentions iPhone's full screen in player. 1/13/20 "Samsung Mobile Phone UX Guide: MagicWheel Touch, Basic Interaction." By Samsung. Mentions iPhone's full screen in player. 1/13/20 "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. 1/13/20 "Acme & All-in-one Family." By Samsung and Gravity Tank. This presentation discusses marketing Acme and users' opinion about the iPhone. 1/13/20 "GSM for Europe: NTouch Browser UI." By Samsung. This presentation discusses the NTouch browser and mentions iPhone's zooming by double-tap function. 1/13/20 SAMNDCA10274251 SAMNDCA10274334 84 Jeeyeun Wamg 7/18/2008 This presentation discusses what TouchWiz is and how it works; mentions iPhone's full screen in player. 1/13/20 SAMNDCA10274335 SAMNDCA10274357 23 Jeeyeun Wamg 7/31/2008 Samsung. Mentions iPhone's full screen in player. 1/13/20	SAMNIDC A10274011
SAMNDCA10274070 SAMNDCA10274086 17 Jeeyeun Wamg No date Discusses how Apple's market share for smartphone increased. SAMNDCA10274087 SAMNDCA10274132 46 Jeeyeun Wamg 6/14/2008 "Samsung Mobile Phone UX Guide: MagicWheel Touch, Basic Interaction." By Samsung. Mentions iPhone's full screen in player. SAMNDCA10274133 SAMNDCA10274168 36 Jeeyeun Wamg 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. Acme & All-in-one Family." By Samsung and Gravity Tank. This presentation discusses marketing Acme and users' opinion about the iPhone. SAMNDCA10274169 SAMNDCA10274214 46 Jeeyeun Wamg No date "CSM for Europe: NTouch Browser UI." By Samsung. This presentation discusses the NTouch browser and mentions iPhone's zooming by double-tap function. SAMNDCA10274215 SAMNDCA10274250 36 Jeeyeun Wamg 4/30/2008 "Unicon. TouchWiz Basic Interaction." By Samsung. This presentation discusses what TouchWiz is and how it works; mentions iPhone's full screen in player. 1/13/20 "Ul Guideline: A TF Basic Interaction." By Samsung. Mentions iPhone's full screen in player. 1/13/20 "Ul Guideline: A TF Basic Interaction." By Samsung. Mentions iPhone's full screen in player. 1/13/20	3AWINDOA 10274011
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SAMNDCA10274335 SAMNDCA10274357 23 Jeeyeun Wamg 7/31/2008 Samsung. Mentions iPhone's full screen in player. 1/13/20	SAIVIND CA 102/4251
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SAMNDCA10274358 SAMNDCA10274371 14 Jeeyeun Wamg 7/11/2008 presentation analyzes the iPhone 3G's H/W. 1/13/20	SAMNDCA10274358
"3G Touchscreen Phone Review - Samsung Instinct, Apple iPhone 3G, LG Dare." By Global VOC Part. This presentation compares and contrasts SAMNDCA10274372 SAMNDCA10274391 20 Jeeyeun Wamg 7/28/2008 Samsung, Apple iPhone 3G, and LG's phones. 1/13/20	SAMNDC410274372
SAMNDCA10274372 SAMNDCA10274391 20 Jeeyeun Wamg 7/28/2008 Samsung, Apple iPhone 3G, and LG's phones. 1/13/20 "sd:a, Executive Summary." By Samsung. This	SAIVINDOA 10214312
SAMNDCA10274392 SAMNDCA10274401 10 Jeeyeun Wamg No date features, including market research. 1/13/20	SAMNDCA10274392
"iPhone 3G UX Analysis." By Samsung. This presentation analyzes iPhone 3G's UI, including SAMNDCA10274402 SAMNDCA10274429 28 Jeeyeun Wamg 7/12/2008 features such as email, iTunes, keyboard, etc. 1/13/20	SAMNDCA10274402
"Analysis of the Market Response to 3G iPhone's Launch." By SDA. This presentation details the unit sales of the iPhone 3G. 1/13/20	
"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. 1/13/20	SAMNDCA10274433

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					"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	
SAMNDCA10274441	SAMNDCA10274487	47	Jeeyeun Wamg	No date	Apple iPhone.	1/13/2012
					"GSM Generic Product Line-up." By EMEA Product Planning. This presentation lays out phone models	
					based on various consumer style categories; Mentions	
0.44410074400	0.4.4.4.007.4500	00	1	4/7/0000	the iPhone as a competitor in the "Rich Media"	4/40/0040
SAMNDCA10274490	SAMNDCA10274528	39	Jeeyeun Wamg	1/7/2008	category. "2008 Portfolio Plan: Based on New	1/13/2012
					Segmentation." Author illegible. This presentation	
					discusses 6 product categories and 15 customer	
SAMNDCA10274529	SAMNDCA10274593	65	Jeeyeun Wamg	No date	segments; Mentions the iPhone as a competitor in the "Rich Media" category.	1/13/2012
					"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	
SAMNDCA10274594	SAMNDCA10274634	41	Jeeyeun Wamg	4/25/2008	Infotainment "Rich Media" category.	1/13/2012
					"HHP EU Customer Segmentation 2007, Final Recommendation." By Lippincott. This presentation	
					discusses research on customer segmentation;	
CAMNIDO 440074005	CAMAIDCAAOO74COF	C4	100000000000000000000000000000000000000	40/44/2007	Mentions the iPhone as a sample phone that fits the	4/42/2042
SAMNDCA10274635	SAMNDCA10274695	61	Jeeyeun Wamg	12/11/2007	Style and State-of-the-art customer segment.	1/13/2012
					"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	
SAMNDCA10274696	SAMNDCA10274750	55	Jeeyeun Wamg	12/11/2007	fewer slides. "Moriah." Author unknown. This presentation	1/13/2012
					discusses establishing a market leading UX identity;	
0444100440074754	04444170440074000	450			Mentions the iPhone's features, including the phone	1/10/0010
SAMNDCA10274751	SAMNDCA10274909	159	Jeeyeun Wamg	No date	and favorites. "Idle Screen: Competitor Analysis, Design &	1/13/2012
					Layout. 2009 GUI Framework." Author illegible. This	
					presentation analyzes the idle screen layout of	
SAMNDCA10274910	SAMNDCA10274939	30	Jeeyeun Wamg	No date	competitors' phones, including the iPhone. Possible duplicate of AMNDCA10273209.	1/13/2012
					"Secondary Iconograph & List Screens:	.,
					Competitor Analysis, Design & Layout. 2009 GUI	
					Framework." Author illegible. This presentation analyzes the secondary icons of competitors' phones,	
SAMNDCA10274940	SAMNDCA10274986	47	Jeeyeun Wamg	No date	including the iPhone.	1/13/2012
					"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	
SAMNDCA10274987	SAMNDCA10275033	47	Jeeyeun Wamg	No date	competitors phones, including the iPhone.	1/13/2012
					"Dialing Screen: Competitor Analysis, Design &	
					Layout. 2009 GUI Framework." Author illegible. This	
SAMNDCA10275034	SAMNDCA10275063	30	Jeeyeun Wamg	No date	presentation analyzes the dialing screen layout of competitors' phones, including the iPhone.	1/13/2012
37 WHILD STATULT 0004	5. WHID 5/11027 5000	50	Joyoun wang	140 0010	"Notification: Competitor Analysis, Design &	1/ 10/2012
					Layout. 2009 GUI Framework." Author illegible. This	
SAMNDCA10275064	SAMNDCA10275093	30	Jeeyeun Wamg	No date	presentation analyzes the notification layout of competitors' phones, including the iPhone.	1/13/2012
3AWINDOA 1021 3004	GAWINDOA 102/3093	30	Jecycuii Waiiig	NO date	competitions priories, including the inflorie.	1/ 13/2012
					"Music Player: Competitor Analysis, Design &	
					Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the music player layout of	
SAMNDCA10275094	SAMNDCA10275123	30	Jeeyeun Wamg	No date	competitors' phones, including the iPhone.	1/13/2012
					"Themes: Competitor Analysis, Design & Layout.	
					2009 GUI Framework." Author illegible. This	
SAMNDCA10275124	SAMNDCA10275153	30	Jeeyeun Wamg	No date	presentation analyzes the themes of competitors' phones, including the iPhone.	1/13/2012
•						

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					"Typography: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This presentation analyzes the typography of competitors'	
SAMNDCA10275154	SAMNDCA10275183	30	Jeeyeun Wamg	No date	phones, including the iPhone. "Summaries: Competitor Analysis, Design & Layout. 2009 GUI Framework." Author illegible. This	1/13/2012
SAMNDCA10275184	SAMNDCA10275236	53	Jeeyeun Wamg	No date	presentation summarizes the GUI features of competitors' phones, including the iPhone.	1/13/2012
					"Competitor Analysis: GUI Benchmarking. 2009 GUI Framework." Author illegible. This presentation analyzes the GUI of some features (music, browser,	
SAMNDCA10275237	SAMNDCA10275334	98	Jeeyeun Wamg	No date	camera) of competitors' phones, including the iPhone. "Idle Clock, GUI Lab." By GUI Lab. This presentation discusses the possibility of developing flash animated	1/13/2012
SAMNDCA10275335	SAMNDCA10275349	15	Jeeyeun Wamg	No date	wallpaper clocks; Mentions the Apple iPhone as a competitor.	1/13/2012
		-		a to though	"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 and discusses the winning strategy for Samsung. Discusses AT&T's strategic partnership with Apple and	4/10/10040
SAMNDCA10275350	SAMNDCA10275408	59	Jeeyeun Wamg	3/24/2008	Apple's market share. "12Nov08, 2010 Normal Archetype Kickoff." By iconmobile UK limited. This presentation discusses developing an animated user interface; mentions how the iPhone defines ease of use on a touch-screen	1/13/2012
SAMNDCA10275409	SAMNDCA10275444	36	Jeeyeun Wamg	11/12/2008	device. 2010 Directions Presentation. By Plan. Lists the	1/13/2012
SAMNDCA10275445	SAMNDCA10275562	118	Jeeyeun Wamg	7/31/2008	Apple iPhone as a simple yet serious device.	1/13/2012
SAMNDCA10275563	SAMNDCA10275575	13	Jeeyeun Wamg	7/7/2008	"Samsung Design Insight: 2010 London Workshop Report." By Plan. This document provides design insights; Discusses iPhone's touch screen UI and reasons for iPhone's success.	1/13/2012
					"Acme." By Samsung and Gravity Tank. This presentation reviews the features of Acme; Discusses	
SAMNDCA10275576	SAMNDCA10275646	71	Jeeyeun Wamg	Jul-08	users' opinion about the iPhone.	1/13/2012
SAMNDCA10275647	SAMNDCA10275717	71	Jeeyeun Wamg	Jul-08	"Bresson." 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	Jeeyeun Wamg	No date	"Pain Points by Application." Author unknown, Date unknown. This document reviews main points of applications. Mentions the iPhone.	1/13/2012
SAMNDCA10275722	SAMNDCA10275815	94	Jeeyeun Wamg	Aug-08	"Springboard, Workstream 1: Detailed Phone Use and Stimulus Feedback." 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	Jeeyeun Wamg	Jul-08	"Springboard, Workstream 1: Workshop Presentation." 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	Jeeyeun Wamg	Aug-08	"Springboard, Workstream 1: Touch Screen Phone User Insights." By Samsung and Gravity Tank. This presentation discusses the activities and behaviors of touch screen phone owners and perceptions of nonowners. Includes analysis of iPhone users. "2010 Archetype Design Project Kick-Off." By N.	1/13/2012
SAMNDCA10275951	SAMNDCA10276048	98	Jeeyeun Wamg	11/10/2008	America Product Planning. Mentions iPhone.	1/13/2012
SAMNDCA10276049	SAMNDCA10276059	11	Jeeyeun Wamg	No date	"Project Progress and Purpose." Author unknown. These slides discuss Nerva's UX. Mentions iPhone. "Magazine Review." Author illegible. This document	1/13/2012
SAMNDCA10276060	SAMNDCA10276074	15	Jeeyeun Wamg	No date	discusses motion gestures. Mentions Apple and iPhone.	1/13/2012
3/11/11/20/10/00	CAMINDOA 102/00/4	10	Judeyeun vvaing	140 date	jii nono.	1/ 10/2012

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	1	ı	1	I	110 1 6 0 00 16 1 1 1 1 1	
					"Cube for Open OS - Keymap type 1." Author unknown. This document contains a presentation of	
					Samsung Mobile Phone UX Guide for Cube. Mentions	
SAMNDCA10276075	SAMNDCA10276121	47	Jeeyeun Wamg	No date	iPhone.	1/13/2012
					"Samsung Mobile Phone UX Guide: Cube." By	
					Samsung. This document contains a presentation of Samsung Mobile Phone UX Guide for Cube. Mentions	
SAMNDCA10276122	SAMNDCA10276156	35	Jeeyeun Wamg	No date	iPhone.	1/13/2012
					"Cube for Open OS - Keymap type 1." Author	
					unknown. This document contains a presentation of	
					Samsung Mobile Phone UX Guide for Cube. Mentions	
SAMNDCA10276157	SAMNDCA10276198	42	Jeeyeun Wamg	No date	iPhone. Appears to be a near duplicate of SAMNDCA10276075.	1/13/2012
0, 1111112 0, 1102, 0101	G. IIII. 12 G. 11		occycum manig	110 0010	"Cube for Open OS - Keymap type 1." Author	17 10/2012
					unknown. This document contains a presentation of	
					Samsung Mobile Phone UX Guide for Cube. Mentions	
SAMNDCA10276199	SAMNDCA10276240	42	Jeeyeun Wamg	No date	iPhone. Appears to be a near duplicate of SAMNDCA10276075.	1/13/2012
C/WWW.DO/VIOE/10100	G/WWWDG/YTGZ/GZ TG	12	occycum wamg	140 dato	"Samsung Mobile Phone UX Guide: Touch Tag."	17 10/2012
					By Samsung. This presentation discuses Cube Touch	
SAMNDCA10276241	SAMNDCA10276254	14	Jeeyeun Wamg	4/24/2008	Tag. Mentions iPhone.	1/13/2012
					"Samsung Mobile Phone UX Guide: Launcher." By	
SAMNDCA10276255	SAMNDCA10276269	15	Jeeyeun Wamg	3/28/2008	Samsung. This presentation discusses Cube Launcher. Mentions iPhone.	1/13/2012
			,		"Samsung Mobile Phone UX Guide: Cube, Media	
					Mix." By Samsung. This presentation discusses	
SAMNDCA10276270	SAMNDCA10276278	9	Jeeyeun Wamg	3/28/2008	Cube's Media Mix. Mentions iPhone.	1/13/2012
					"Samsung Mobile Phone UX Guide: Cube, My	
					Favorites." By Samsung. This presentation discusses	
SAMNDCA10276279	SAMNDCA10276301	23	Jeeyeun Wamg	3/28/2008	the My Favorites function of Cube. Mentions iPhone.	1/13/2012
					"Global UX: Phonebook UI." By Samsung. This	
					presentation discusses the features of Phonebook UI. The document mentions the iPhone in discussing	
SAMNDCA10276419	SAMNDCA10276560	142	Jeeyeun Wamg	8/14/2008	scrolling in a Samsung device.	1/13/2012
					"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	
SAMNDCA10276561	SAMNDCA10276702	142	Jeeyeun Wamg	8/14/2008	duplicate of SAMNDCA10276419.	1/13/2012
					"Global UX: Phonebook UI." By Samsung. This	
					presentation discusses the features of Phonebook UI.	
					The document mentions the iPhone in discussing	
SAMNDCA10276703	SAMNDCA10276844	142	Jeeyeun Wamg	8/14/2008	scrolling in a Samsung device. Appears to be a near duplicate of SAMNDCA10276419.	1/13/2012
SAMINDOA 1027 0703	3AIVINDOA10270044	142	Jeeyeun wang	0/14/2000	duplicate of SAMMODCA 10210419.	1/13/2012
					"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	
SAMNDCA10276845	SAMNDCA10276896	52	Jeeyeun Wamg	8/14/2009	duplicate of SAMNDCA10276419.	1/13/2012
					"Samsung Nerva UX for Spring, Design Philosophy	
					Document." By iconmobile. This presentation	
SAMNDCA10276897	SAMNDCA10276971	75	Jeeyeun Wamg	9/12/2007	discusses the components of Nerva UX. Compares iPhone to Samsung Nerva.	1/13/2012
2 2 3. 1. 32. 1 0001	J2 G. 1. GET 007 1	.,	, , , , , , , , , , , , , , , , , , ,	5, 12,2001	"Design Philosophy." By Dubberly Design Office.	., . 0, 20 12
					This presentation discusses the user experience	
CAMAIDC 440076070	CAMAIDCA 40077000	51	loovous Moss	1/21/2009	design philosophy. Includes analysis of Apple and iPhone.	1/12/2012
SAMNDCA10276972	SAMNDCA10277022	31	Jeeyeun Wamg	1/21/2008	"Design Philosophy." By Dubberly Design Office.	1/13/2012
					This presentation discusses the user experience	
					design philosophy. Includes analysis of Apple and	
SAMNDCA10277023	SAMNDCA10277073	51	Jeeyeun Wamg	1/21/2008	iPhone. Appears to be a near duplicate of SAMNDCA10276972.	1/13/2012
SAIVINDON 1021 1023	SAIVINDOM 1021 1013	υI	Jeeyeun wang	1/21/2000	GAWINDOA 102/03/2.	1/ 13/2012
					"Samsung Widget Ecosystem." By Enabling. This	
					presentation discusses the roadmap of Samsung's	
SAMNDCA10277074	SAMNDCA10277131	58	Jeeyeun Wamg	12/11/2008	online widget ecosystem and related plans. Includes analysis of Apple Store's Ecosystem.	1/13/2012
5, 156/1102/1014	330/1/02/1/101	- 55	Joo, Jun Wang	.2,11,2000	"2010 Visual interaction Design." Author unknown.	., . 0, 20 12
SAMNDCA10277132	SAMNDCA10277137	6	Jeeyeun Wamg	No date	Mentions iPhone.	1/13/2012

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		1	1	T	<u> </u>	
					"Competitors' UX Roadmap Analysis." By UX Part	
					Employee Yoojin Lee. This presentation discusses the competitors' UX and analyzes them. Includes analysis	
SAMNDCA10277138	SAMNDCA10277189	52	Jeeyeun Wamg	4/11/2008	of iPhone.	1/13/2012
OAWINDOA 10211 130	O/WINDO/NTOZITIOS	52	occycun wang	4/11/2000	"Gartner Symposium ITXPO 2008, Emerging	1/13/2012
					Trends." By David Cearley and Carl Claunch, April 6-	
SAMNDCA10277190	SAMNDCA10277211	22	Jeeveun Wama	4/6/2008	8, 2008. Mentions iPhone.	1/13/2012
07 1111 12 07 11 02 11 100	0, 11111 12 0, 1102, 1211		cooyean mang	17072000	"09 Circular Icon Research." Author unknown. This	17 10/2012
					presentation reviews 3D vs. 2D icons. Shows icons of	
SAMNDCA10277216	SAMNDCA10277257	42	Jeeyeun Wamg	No date	iPhone.	1/13/2012
					"iPhone 3G Analysis: H/W." By Samsung. This	
SAMNDCA10277258	SAMNDCA10277271	14	Jeeyeun Wamg	7/11/2008	presentation analyzes the iPhone 3G's H/W.	1/13/2012
					"iPhone 3G UX Analysis." By Samsung. This	
SAMNDCA10277272	SAMNDCA10277299	28	Jeeyeun Wamg	7/12/2008	presentation analyzes iPhone 3G's UI and UX.	1/13/2012
					"The Future of Mobile." Author unknown. This	
					presentation discusses the future concepts of mobile	
SAMNDCA10277300	SAMNDCA10277313	14	Jeeyeun Wamg	No date	phones. Includes analysis of iPhone.	1/13/2012
					"Viewty, Voyager, and Venus Analysis Report." By	
					Marketing Group, VOC Part. Includes comparison of	
SAMNDCA10277314	SAMNDCA10277327	14	Jeeyeun Wamg	12/12/2007	iPhone to Voyager.	1/13/2012
CAMANDC 440077000	CAMANDCA 40077050	25	1	D 00	"2009 Mobile UX Forecast: M.T.O.C., 10 Keywords."	4/40/0040
SAMNDCA10277328	SAMNDCA10277352	25	Jeeyeun Wamg	Dec-08	By Samsung. Mentions iPhone, Apple, and iTunes.	1/13/2012
					"Quant Questions, Style, Loches/Vianden/Roxy."	
					Author unknown. This document contains some questions relating to mobile phones and	
					Loches/Vianden/Roxy. Includes questions about	
SAMNDCA10277353	SAMNDCA10277362	10	Jeeyeun Wamg	No date	iPhone and Apple.	1/13/2012
O/ WINTE O/ CTOE/ TOOO	C/ WINTE C/ (102/ 1002	-10	occycum wamg	140 0010	"RCR Wireless News: 10 Trends in Wireless	1710/2012
					Mobility." By RCR Wireless News. Mentions iPhone	
SAMNDCA10277363	SAMNDCA10277373	11	Jeeyeun Wamg	No date	and Apple.	1/13/2012
			,		"2008 CES Exhibition Analysis Report." By	
					Samsung. This presentation discusses the competitors'	
SAMNDCA10277374	SAMNDCA10277465	92	Jeeyeun Wamg	1/15/2008	trends and mentions iPhone.	1/13/2012
					"Samsung Mobile UX, Haptic." By Samsung. This	
					presentation discusses Mobile UX and Samsung	
SAMNDCA10277466	SAMNDCA10277573	108	Jeeyeun Wamg	4/25/2008	Haptic phone. Mentions iPhone.	1/13/2012
					"Mobile UX Development Direction and SKT	
					Strategy." By SK Telecom. Contains images of	
SAMNDCA10277574	SAMNDCA10277598	25	Jeeyeun Wamg	4/25/2008	iPhone.	1/13/2012
					"Open Mobile Platform (Android/iPhone)." By	
SAMNDCA10277599	SAMNDCA10277638	40	Jeeyeun Wamg	4/25/2008	NemusTech. This presentation discusses the mobile platforms, including Google Android and Apple iPhone.	1/13/2012
3AMINDOA 1027 7 399	3AWINDOA 1027 7030	40	Jeeyeun wang	4/23/2000	"Show: Mobile UI Trend." By KTF. This presentation	1/13/2012
					discusses Mobile UI, its trends and introduces KTF	
					Mobile UI. Includes analysis of iPhone UI and	
SAMNDCA10277639	SAMNDCA10277681	43	Jeeyeun Wamg	4/25/2008	comments of iPhone users.	1/13/2012
			, ,		"Trend #3. Communities." Author unknown. This	
					presentation discusses the relationship between	
					technological advancements and social networks.	
SAMNDCA10277682	SAMNDCA10277762	81	Jeeyeun Wamg	No date	Mentions iPhone.	1/13/2012
					"Trend #4. Mobility." Author unknown. This	
					presentation discusses the growing importance of	
SAMNDCA10277763	SAMNDCA10277835	73	Jeeyeun Wamg	No date	mobility. Includes analysis of iPhone users.	1/13/2012
					"Trend #5. Value Redefined." Author unknown. This	
					presentation discuses the growing focus on less	
CAMAIDOAAGGZZGGG	CAMAIDOA40077000		loover M	Nia dete	tangible and purely emotional benefits. Includes	1/10/0010
SAMNDCA10277836	SAMNDCA10277893	58	Jeeyeun Wamg	No date	analysis of iPhone and iPod.	1/13/2012
					"Trend #6. Ul Innovation." Author unknown. This presentation discusses the move towards a more	
					innovative UI. Includes analysis of iPhone and	
SAMNDCA10277894	SAMNDCA10277952	59	Jeeyeun Wamg	No date	mentions Apple.	1/13/2012
5 12 5. 110E1100T	5 5 57 (10Z1 100Z	- 50			"Trend #10. Economic Recession." Author	.,,
					unknown. This presentation discusses the change in	
					marketing approach in an economic recession.	
SAMNDCA10277953	SAMNDCA10278028	76	Jeeyeun Wamg	No date	Mentions iPhone and Apple.	1/13/2012
			, j		"Mobile World Congress 2008 Report: Mobile	
					Industry Trend Analysis." By UDS Group. Mentions	
SAMNDCA10278029	SAMNDCA10278102	74	Jeeyeun Wamg	No date	iPhone.	1/13/2012
					"Weekly Focus: Emotional Realization, It's	
					Technology and Not Design." By LG. Mentions	
SAMNDCA10278103	SAMNDCA10278110	8	Jeeyeun Wamg	7/30/2008	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
					"S60 Platform vs. iPhone: Comparing Oranges and Apple." By Nokia. This presentation discusses S60, a	
SAMNDCA10278117	SAMNDCA10278130	14	Jeeyeun Wamg	No date	software platform and compares it to the iPhone. "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	1/13/2012
SAMNDCA10278131	SAMNDCA10278143	13	Jeeyeun Wamg	No date	Touch UI. "Expert Evaluation Result: SIP (Self Inspection Program), Global Design Competitiveness	1/13/2012
SAMNDCA10278144	SAMNDCA10278181	38	Jeeyeun Wamg	Oct-07	Evaluation Main Progress." By Design Management Center. Includes reviews and analysis of iPhone and mentions iPod.	1/13/2012
					"Expert Evaluation Result (Mobile Phone): SIP (Self Inspection Program), Global Design Competitiveness Evaluation." By Design Management Center. Includes reviews and analysis of	
SAMNDCA10278182	SAMNDCA10278269	88	Jeeyeun Wamg	Oct-07	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
SAMINDCA 102/03/3	SAWINDCA 1027 0403	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	Possible duplicate of SAMNDCA10278373. "Demonstrating the Viability of Automatically	1/13/2012
SAMNDCA10278433	SAMNDCA10278442	10	Jeeyeun Wamg	4/28/2007	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
			, ,		"Moda: Creative Brief: Samsung High Fashion user interface design" by MetaDesign. Mentions Apple and	
SAMNDCA10278477	SAMNDCA10278509	33	Jeeyeun Wamg	2/8/2007	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
					"Fiore UI: (Advanced Touchable Linux System)" by Samsung. This presentation document analyzes the	
SAMNDCA10278530	SAMNDCA10278562	33	Jeeyeun Wamg	3/7/2007	Fiore user interface and analyzes the iPhone. "Fiore UI: (Advanced Touchable Linux System)" by Samsung. This presentation document analyzes the Fiore user interface and compares the Fiore with the	1/13/2012
SAMNDCA10278563	SAMNDCA10278622	60	Jeeyeun Wamg	4/4/2007	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. "Create an Emotional Journey" by Samsung.	1/13/2012
SAMNDCA10278696	SAMNDCA10278750	55	Jeeyeun Wamg	7/0/2007	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
					"Moving Forward with 2nd Design Strategic Objectives" by Samsung. Analyzes the iPhone. Appears to be a near duplicate of SAMNDCA10278751	
SAMNDCA10278778	SAMNDCA10278804	27	Jeeyeun Wamg	8/22/2007	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 capabilty 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
					"Samsung User Experience Design for Vodaphone" by Samsung. Analyzes the iPhone and compares it to	
SAMNDCA10279684	SAMNDCA10279737	54	Jeeyeun Wamg	8/27/2007	other phones. "Samsung User Experience Design for Vodaphone"	1/13/2012
0.4.4.4.0.7.0.7.0.7.0.7.0.7.0.7.0.7.0.7.	0.4.4.1007.07.00	00		0/07/0007	by Samsung. Analyzes the iPhone and compares it to	4/40/0040
SAMNDCA10279738	SAMNDCA10279799	62	Jeeyeun Wamg	8/27/2007	other phones. "Samsung User Experience Design for Vodaphone"	1/13/2012
SAMNDCA10279800	SAMNDCA10279844	45	Jeeyeun Wamg	8/27/2007	by Samsung. Analyzes the iPhone and compares it to other phones.	1/13/2012
					"Proposal for UCC specialized features to spread UCC creator" by Samsung. Mentions Apple and the	
SAMNDCA10279845	SAMNDCA10279993	149	Jeeyeun Wamg	Aug-07	iPhone and analyzes the iPhone. "Touch UI Roadmap: (version 0.2)" by Samsung.	1/13/2012
SAMNDCA10279994	SAMNDCA10280032	39	Jeeyeun Wamg	6/21/2007	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
SAMNIDO A 40290000	SAMNIDCA 10390004	2	Jooyous Wass	August 22 (20 vs = 1)	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	1/12/2012
SAMNDCA10280062	SAMNDCA10280064	3	Jeeyeun wamg	August 22 (no year)	good.	1/13/2012

SAMNDCA10280065	SAMNDCA10280076	12	Jeeyeun Wamg	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	Jeeyeun Wamg	1/11/2007	"iPhone: Touch Response Strategy" by Samsung. This presentation document analyzes the iPhone.	1/13/2012
SAMNDCA10280110	SAMNDCA10280134	25	Jeeyeun Wamg	1/11/2007	"Telecommunications Trend Daily News", No author. Mentions the iPhone.	1/13/2012
SAMNDCA10280159	SAMNDCA10280216	58	Jeeyeun Wamg	Mar-07	"U.S. consumer perception of telecom carriers" by Samsung. Mentions the iPhone.	1/13/2012
SAMNDCA10280232	SAMNDCA10280261	30	Jeeyeun Wamg	1/11/2007	"iPhone: Touch Response Strategy" by Samsung. This presentation document analyzes the iPhone. "Mobile UX Trend" by Strategy Part, Mobile Operation	1/13/2012
SAMNDCA10280262	SAMNDCA10280274	13	Jeeyeun Wamg	4/20/2007	UX Group. Mentions the iPhone.	1/13/2012
SAMNDCA10280275	SAMNDCA10280297	23	Jeeyeun Wamg	5/3/2007	"Mobile UX Identity" by Samsung. Mentions the iPhone	1/13/2012
SAMNDCA10280298	SAMNDCA10280340	43	Jeeyeun Wamg	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	Jeeyeun Wamg	No date	"Apple iPhone Features", No author, Undated. This document analyzes the iPhone.	1/13/2012
SAMNDCA10280347	SAMNDCA10280349	3	Jeeyeun Wamg	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	Jeeyeun Wamg	Sep-07	"Social Networks: Crawling to a Phone Near You" by Charged. Mentions the iPhone and the iPad. "Fiore UI: (Advanced Touchable Linux System)" by	1/13/2012
SAMNDCA10280441	SAMNDCA10280473	33	Jeeyeun Wamg	3/7/2007	Samsung. Analyzes the iPhone's UI.	1/13/2012
SAMNDCA10280474	SAMNDCA10280533	60	Jeeyeun Wamg	4/4/2007	"Fiore UI: (Advanced Touchable Linux System)" by Samsung. Mentions the iPhone.	1/13/2012
					"UI Template Idea for Nerva" by Samsung, Dated 8/1/2007. This presentation document analyzes the Nerva user interface template and mentions the	
SAMNDCA10280534	SAMNDCA10280556	23	Jeeyeun Wamg	8/1/2007	iPhone.	1/13/2012
SAMNDCA10476674	SAMNDCA10476677	4	Jeeyeun Wamg	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	Jeeyeun Wamg	No date	"SLP UX", No author, Undated. Mentions Apple. "Web diary: Preliminary", No author, Dated	1/24/2012
SAMNDCA10478489	SAMNDCA10478516	28	Jeeyeun Wamg	11/17/2009	11/17/2009. Mentions Apple Time machine.	1/24/2012
SAMNDCA10478747	SAMNDCA10478750	4	Jeeyeun Wamg	No date	"Apple Trademark Registration History", No author, Undated. Compares Apple icons to Samsung icons. "Apple Trademark Registration History", No author,	1/24/2012
SAMNDCA10478772	SAMNDCA10478775	4	Jeeyeun Wamg	No date	Undated. Compares Apple icons to Samsung icons. Appears to be a near duplicate of SAMNDCA10478747.	1/24/2012
SAMNDCA10479883	SAMNDCA10479889	7	Jeeyeun Wamg	No date	"Smartphone OS Evolution", No author, Undated. Mentions Apple.	1/24/2012
SAMNDCA10481209	SAMNDCA10481214	6	Jeeyeun Wamg	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
					"Matt, 29, London" by Samsung, Undated. This document provides information about Matthew from	
SAMNDCA10487007	SAMNDCA10487020	14	Jeeyeun Wamg	No date	London about his phone uses. Mentions Apple.	1/24/2012
SAMNDCA10487021	SAMNDCA10487022	2	Jeeyeun Wamg	4/5/2010	"Project Initiation Form" by Samsung. A document re: a project named Smart Mate. Mentions Apple. "Apple Human Interface Guidelines, User	1/24/2012
SAMNDCA10487112	SAMNDCA10487505	394	Jeeyeun Wamg	8/20/2009	Experience" by Apple, Inc	1/24/2012
SAMNDCA10493820	SAMNDCA10494205	386	Jeeyeun Wamg	6/9/2008	"Apple Human Interface Guidelines" by Apple, Inc.	1/24/2012
SAMNDCA00176053	SAMNDCA00176171	119	Doo Joo Byun	4/9/2011 Total	"RE: P5 Usability Evaluation Results," by S/W Evaluation Group 1, a report comparing P5 and iPad2. 1118 total summaries	12/7/2011
				i otal	s total dammands	