

**EXHIBIT 6**

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**SAMSUNG**

# 3G iPhone US market impact

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Depositor	Kenneth
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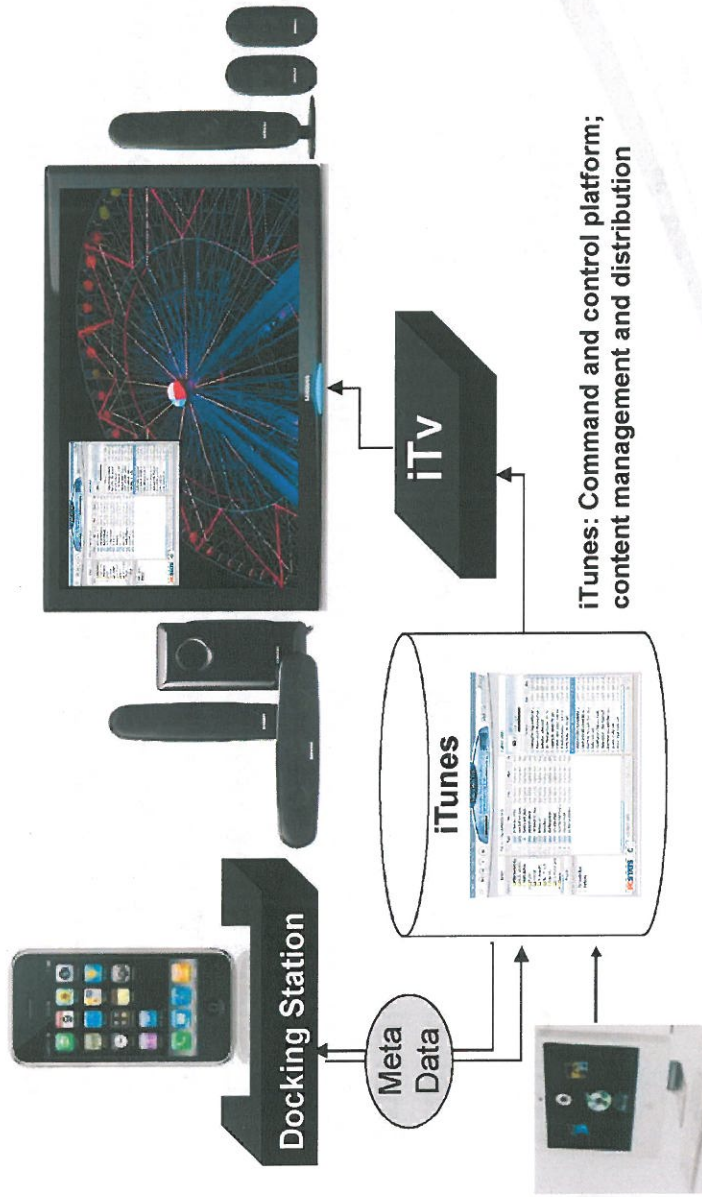


# Understanding Apple



Key strategy for Apple is Hardware sales with value reinforced by ecosystem creation and software application development

Apple has the ability to monetize the collision of cellular, content and consumer electronics



**Major ecosystems**

- iPhone
- iTV
- iTunes
- Mac

Samsung is in an unique position to directly compete with Apple

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\*Source: The Wall Street Journal 2007/06/28