

# **Estrich Declaration**

## **Exhibit 30**



# 3GSM Congress Trade Show Report

EMEA Product Marketing



**DEFENDANT'S EXHIBIT  
NO. 2627.001**  
United States District Court  
Northern District of California  
No. 11-CV-1846-LHK (PSG)  
*Apple v. Samsung*  
Date Admitted: \_\_\_\_\_ By: \_\_\_\_\_



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# TRADE SHOW REPORT

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## Agenda

- **3GSM World Congress**
  - *Trends & Highlights*
  - *Global Mobile Awards*
  
- **Mobile Phones announcements**
  - *Trends & Highlights*
  - *Review Nokia, Samsung, Motorola, Sony Ericsson, LG, i-Mate, HTC, RIM*
  
- **Mobile operator announcements**

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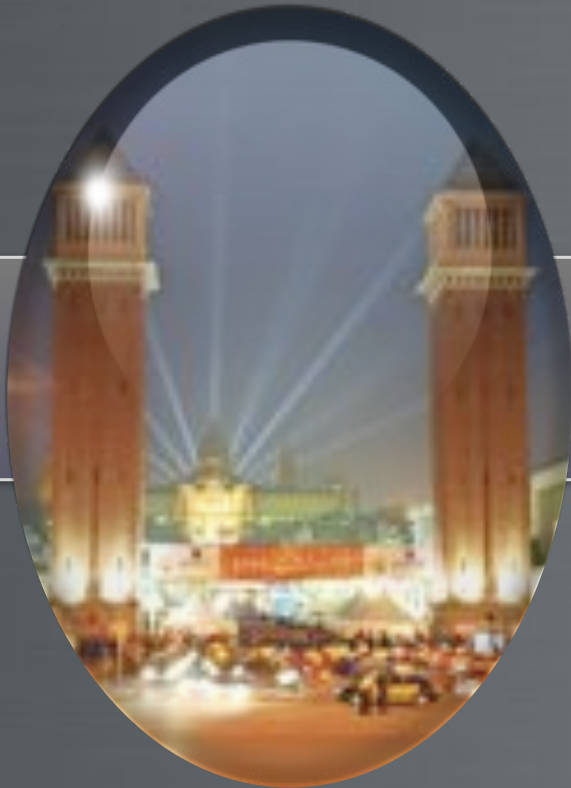
## IMPORTANT

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- *Please do not leave copies of this presentation with press, partners or customers*
- *All products in this document are announced at time of distributing this document, but might not appear immediately or not at all on the European markets*
- *Not all mobile phones are listed, just the new announced or key products reflecting the industry or technology trends*
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# 3GSM Congress Intro & Highlights



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## 3GSM Congress - Intro

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- World's largest exhibition for the mobile industry
- 
- 3GSM World Congress provides a one-stop-shop for everyone looking to understand what will drive the success of the mobile industry over the next year(s)
- Representatives from mobile operators, handset vendors and content owners from across the world
- Took place for the 2nd time in Barcelona
- **Headline statistics for 3GSM World Congress 2007**
  - Total Attendees: 60,000 (9,000 more than 2006)
  - Total attending conference sessions: 9,200 (10% increase YoY)
  - Total Attending Media: 2,250



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## 3GSM highlights

- **3 billion mobile subscribers by end 2007**
  - 60% mobile users is in emerging markets
  - Emerging markets shift and innovation take-up to address challenging environments
- **Marriage of mobile with other industries**
  - Mobile + advertising + financial + entertainment
  - Mobile entertainment industry in 2006 was around 19\$ billion
- **Mobile broadband is a reality**
  - 3G + HSPA
  - 3G must be for all (LG KU520 handset won the GSM Association's 3G for All campaign)
- **Close to 1 billion mobile handsets shipped in 2006**
  - 3 trends: slimmer, smarter and more beautiful
  - Polarised handset market: low-cost, entry handsets vs. handset with enhanced technical capabilities (digital still camera, MP3 and video player or broadcast TV)
- **No new technologies announced/discussed, but more the business models (and the money flow) between all market players**

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## 1. Mobile broadband roll-out

- High Speed Packet Access (HSPA) is now a reality
- 149 networks in 69 countries are using HSDPA (3,5G)
  - a faster rollout than GSM/GPRS (2G) or UMTS (3G)
  - Simple software based upgrade. Most network now at 3.6Mbps
  - Future HSPA networks up to 14 Mbps announced
  - There are 14 million HSDPA subscribers worldwide
  - 80% of Vodafone Europe's 3G footprint is HSDPA enabled
  - Telstra's mobile broadband network is 5x faster than competitors 3G networks and 50 times faster than dial-up
- Most new announced mid to high-end phones are 3G enabled
  - Samsung's Ultra Smart F520 planned for September 07 is announced with support for HSDPA 7.2Mbps and EDGE support
  - i-Mate announced 5 new HSDPA 3.6Mbps handsets



*Samsung Ultra Smart F700*

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## 2. New Business Models

- **Old business model:**
  - handset manufacturers produce handsets, operator sells minutes voice + data and has complete customer ownership
- **New business model is needed:**
  - Arrival of new players: content & service providers, mobile advertisers, mobile search engines, MVNO's, device manufacturers (alike Apple's iPhone), financial institutions, etc...
  - Convergence of industries: fixed, broadband, TV and mobile
  - Marriage of mobile with financial, entertainment and advertising industries
  - Interplay with adjacent businesses is getting very blurred
- **Everybody stepping on each others turf and the main questions are:**
  - Who owns the customer?
  - Who pays who? What is a fair money share between all these players?
  - What is the price to the consumer?

*Next 2 slides examples from an Ericsson and T-Mobile presentation during the 3GSM World Congress keynotes*

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# New business models emerging

From simple to complex

## Operators



## Content & service providers



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# New Entrants

Disruption of Market Structure with Improved Economics  
in Increasing the Availability of Services

Market		Time	Entry	Usage	IP Address	Mobile	Location
Market 1	Phase 1	↑	↑		Image	Image	Image
	Phase 2	↑	Image			Image	Image
Market 2	Phase 1	↑	↓	Image	↓	Image	
	Phase 2	Image	↓				





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## 3. Digital Rights Management (DRM)

- Steve Jobs "thoughts on music" sparks lots of discussions from the mobile music industry players
- EMI's CEO Jean-Francois Cecillon quotes: *"The music industry is in chaos. In chaos there are opportunities"*
- Warner's CEO Edgar Bronfman Jr. quotes: *"DRM and interoperability are not the same thing. We believe in interoperability. Consumers want it and should have it. We at Warner, and I hope the rest of the music and content industry, will make it as easy as possible to achieve interoperability."*
  - <http://www.pcworld.com/article/id,129022/article.html>
- Results Jupiter Research survey carried out between Dec and Jan:
  - almost two-thirds of European music industry executives believe removing DRM from downloadable music would compel more consumers to buy music online. The study revealed that about 54% of those executives questioned thought that current DRM systems were too restrictive. Also, 62% believed that dropping DRM and releasing music files that can be enjoyed on any MP3 player would boost the take-up of digital music generally."  
<http://news.bbc.co.uk/2/hi/technology/6362069.stm>

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## 4. Focus on emerging markets

- A billion voices waiting to say their first "Hello"
- More mobile phones in use in developing countries than in the developed world (1.65 billion vs. 1 billion)
- Mobile operators and equipment makers are increasingly innovating to meet the specific needs of developing countries where fixed-lines, financial service and power supplies are generally in short supply
  - According to the WORLD BANK the capital cost of providing an individual is one-tenth of the cost of installing a new fixed-line connection
- MOTO FONE F3 handset has been recognized by the GSM Association as the "Best Ultra Low Cost Handset - 2007"
- The next billion mobile subscribers are going to come from the poorest parts of the world. They will be connected by accelerating the development of affordable, reliable, robust and high quality handsets with no compromise on style.

**MOTO FONE**



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## Other topics

- Other topics discussed during the 4 days 3GSM World Congress were:
  - Personal IM (Instant Messaging)
  - Mobile TV with DVB-H
  - Mobile positioning
  - VoIP
  - Mobile payment (M-Commerce)
  - Mobile advertising
  - Mobile Entertainment and content
  - WIMAX vs. LTE (Long Term Evolution or 4G)
  - NFL (Near Field Communications)
- Separate reports on those topics will be issued in the next months or as from the moment that they become relevant to Apple

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## iPhone present, but not present...

- Although Apple was not present showcasing the iPhone, we were quietly setting the tone and were mentioned in each media, operator and handset vendor discussion
- Everybody guessing what the iPhone business model or European operator support is
- All operators giving very positive comments as they do not want to spill their chances of ranging the iPhone
- GSM Association regrets that Apple didn't announce the iPhone at the 3GSM World Congress 2007 or even have a presence with a booth
- 1 in 10 words during the 4 days trade show were either iPhone, Apple or DRM
- **Quote CEO Vodafone (Arun Sarun):** *"iPhone will satisfy a "certain segment"; there are lots of handset manufacturers out there who produce great phones, but the handset industry needs to reduce the number of O/S in order to create a good and better eco-system."*
- **Quote CEO Orange (Sanjiv Ahuja):** *"iPhone is a 'good step' but many other handset manufacturers will raise their game as a result."*
- **Quote CEO Vonage:** *"The iPhone launch is embarrassing for the mobile industry as it got more publicity than any handset got in the last 10 years...and it's not even on the market yet"*

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## Global Mobile Awards 2007 - Best Mobile Handsets

### Best GSM handset

- SGH-D900 (or Ultra Edition 12.9) from Samsung Electronics
- Slim slider form factor at just 13mm thick and 85 gram in weight
- 3.2 MegaPixel
- Quad-Band EDGE



### Best 3GSM handset

- K800 Cyber-Shot from Sony Ericsson
- 3.2 MegaPixel with real flash
- BestPic features (select best picture taken from one burst of 9 pictures taken)
- Tri-Band GPRS, single band W-CDMA



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## LG wins 3G handset supply deal

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- LG won the GSM Association's *3G for All* campaign which aims to provide affordable 3G mobile phones that are accessible to a wider user base
- 12 operators will enable LG to achieve major economies of scale in manufacturing, logistics and marketing
- The LG KU520 will be available at a price (+/-100€) of approximately 30% less than other entry level 3G phones currently on the market
- Specs: 15mm thick, video call support, high-speed Internet access and several multimedia features
- Available to all 3GSM operators from April 07



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# Mobile Phones Competitor Reviews



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## Mobile phone trends

### *Thinner*

- While size 0 models are banned from London fashion week, handset vendors are still fighting for the title "Thinnest handset"
- Anorexia is the trend, but still packed with lots of features
- Thin is the trend for all form factors whether that be stick, clamshell, slider, swivel, PDA/smartphone
- Samsung is clear winner



### *Smarter*

- Phones become even more smarter with fast processing power, Wi-Fi access, broadband download speeds (up to 7.2Mbps) and advanced operating systems
- Microsoft launched Windows Mobile 6.0 with new messaging tools, tighter security and improved productivity, shipping in several phones as from March
- Symbian shipped 51.7 million phones with its operating system in 2006

### *Better looking*

- The era of the handset as a purely utilitarian tool is definitely over and the devices have become an expression of their owners' fashion sense and personality.
- Some are all beauty, sex appeal and no brains (meaning outstanding features)
- The new LG Prada and Shine, Motorola KRZR K3 and Samsung U300 are perfect examples



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## Polarised handset market

- Since the downturn in the handsets industry during the 1st few years of the century, handset sales market has more than doubled
- Worldwide estimate of 950 million in 2006 (16% YoY growth)
- Expectations are that 2006 was the last year of double digit growth, although 2007 handsets sales will be passing the 1 billion mark for the 1st time.
- Sales will eventually level out from 2010 owing to subscriber saturation in a number markets as handset sales become evermore reliant on the replacement cycles that will account for over 90% sales by 2010
- Handset market has polarised in the past 18 months:
  - Emerging economies are experiencing large increases in subscriber numbers, driven by healthier economies and the availability of low-cost, entry handsets
  - In more developing regions with high penetration, growth is largely restricted to a more active replacement of handsets for those with leading designs and enhanced technical capabilities, such as digital still camera, MP3 and video player or broadcast TV.

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## Nokia - Highlights and summary

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- This second wave of the Nokia E-series portfolio includes a trio of feature-packed, design-rich devices - the all-inclusive Nokia E90 Communicator, the stylish slider Nokia E65 device, and the slim email-optimized Nokia E61i device.
- N77, a stylish and affordable device offering an optimized mobile TV experience with complete Nokia N-series functionalities.
- Nokia 6110 Navigator brings together GPS (Global Positioning System) and AGPS (Assisted Global Positioning System) functionality with always-on mobile connectivity in a feature-rich, compact device.
- 5 new Nokia devices based on S60 on Symbian OS

3110 Classic



E65



N77  
(Mobile TV)



6110 Navigator



E61i



E90  
Communicator





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# TRADE SHOW REPORT

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## 3110 Classic and E65

### **3110 Classic**

- Robust and dependable device with a contemporary design
- FM stereo radio, music player with expandable memory and a 1.3 MegaPixel camera,
- Nokia 3110 classic offers a wide range of conventional features at an accessible price.
- Available Q2 2007.

### **E61i**

- Slim feature rich slider
- 3G and Wi-Fi
- 2 MegaPixel
- E65 is available now in select markets, with broader availability building during the first quarter of 2007
- Priced around 400€



3110 Classic

E65





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## N77 and 6110 Navigator

### **6110 Navigator**

- First mass market navigation-enabled mobile phone
- Integrated GPS (one-touch navigation key)
- Stereo speakers (for turn by turn instructions)
- HSDPA support (3.6 Mbps)
- 2 MegaPixel
- Available Q2 2007, price around 450€

### **N77 Mobile TV**

- Multimedia computer designed to accelerate the take up of DVB-H mobile TV (market estimated 5 to 10 million by end 2008)
- 2.4" screen with up to 16 million colors
- High quality stereo sound
- Available Q2 2007, price around 370€
- Support countries with DVB-H roll-out (e.g. Italy)



6110 Navigator

N77  
(Mobile TV)



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## E61i and E90 Communicator

### *E61i*

- E61 + 2 MegaPixel and aluminum stainless steel housing
- 3G and Wi-Fi
- Available Q2 2007, price sub 400€

### *E90 Communicator*

- Evolution of the legendary communicator into an all inclusive business device with advanced technologies, such as HSDPA (3.6Mbps) and integrated GPS
- 16 million color
- First deliveries in Q2 2007, with global volume availability during Q3 2007
- Price around 750€ - 800€







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## Samsung - Highlights and summary

- Samsung announced the new Ultra Edition II with 4 new products shipping in March/April. All 4 products are a breakthrough in performance vs dimensions and design
- Samsung adds multimedia with the Ultra Music (F300), Ultra Video (F500), Ultra Mobile TV (F510)
- The Blackjack available on Cingular in the US comes to Europe as the Ultra Messaging (i600)
- Samsung pre-announced 2 products in the new Ultra Smart series (F520 and F700)
  - No US versions announced of the F520 and F700

### Ultra Edition II



Ultra Music  
(SGH-F300)



Ultra Video  
(SGH-F500)



Ultra Mobile TV  
(SGH-F510)



Ultra Messaging  
(SGH-i600)



### Ultra Smart





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# TRADE SHOW REPORT

## Samsung Ultra Smart F700

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- Horizontal sliding full QWERTY keyboard
- Stereo Bluetooth
- 5 MegaPixel with LED flash
- 2.78" (440x240) 262K color touch screen
- Drag & drop touch interface
- Full HTML browser
- MicroSD support
- VibeTonz technology
- Tri-Band GPRS/EDGE and 2.100MHz HSDPA (1.8 Mbps)
- 104 x 50 x 16.4 mm
- Timing: May 07
- Price: TBC



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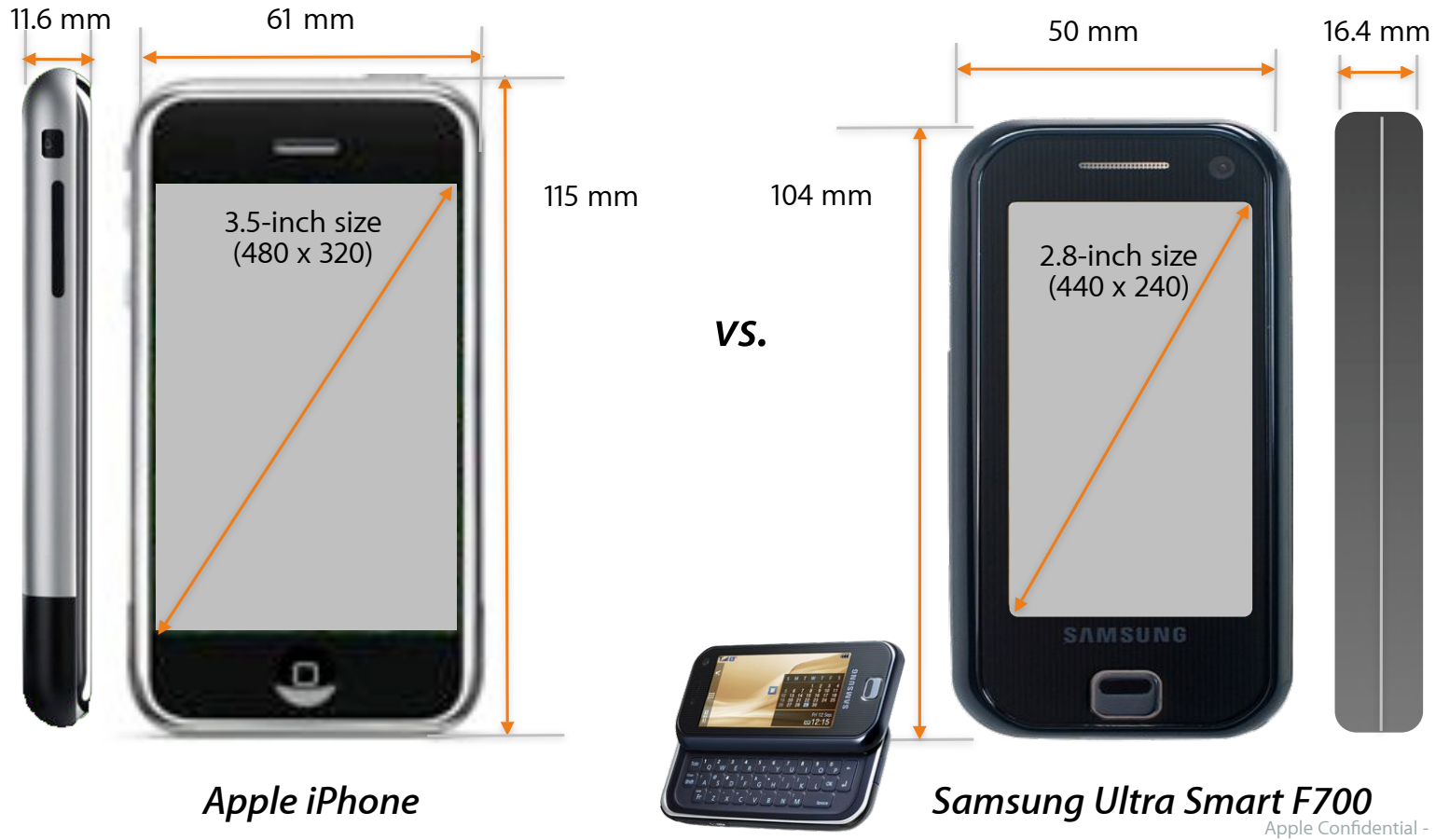
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## Size comparison: iPhone vs. Ultra Smart F700



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## Samsung Ultra Smart F520

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- Dual-sliding action offering both a full QWERTY and numeric keypad
- Stereo Bluetooth
- 3 MegaPixel with real flash
- 3" (480x272) 262K color touch screen
- Flash User Interface
- Full HTML browser
- MicroSD support
- Dedicated hot-launch keys for Internet, Music and TV (TBC)
- Tri-Band GPRS/EDGE and 2.100MHz HSDPA (7.2Mbps)
- 104.8 x 53.7 x 17.4 mm
- Timing: Summer 07
- Price: TBC



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## Ultra Edition II Series - Ultra Slim and Ultra Stylish

### *The Slimmest Handsets*

- Ultra Edition 5.9 (U100), the slimmest phone in the world. Officially heralded as the world's slimmest handset, a title which it stole from its big brother, the Samsung X820 (or 9.6). Yet incredibly robust and packed full of functionality such as a 3 MegaPixel camera.
- Ultra Edition 9.6 (U300) is a modern clamshell phone encased entirely in metal, providing a clean and pure image. It is also packed with an array of powerful technologies - 3 MegaPixel camera, TV-out capability, Bluetooth® technology and a 70MB memory.
- Designed to battle the Motorola KRZR and RAZR.
- Both products come to market in April

Ultra Edition 5.9 (U100) Specifications

Standard	EDGE, GPRS Class 10 900/1800/1900 MHz
Camera	3 Megapixel camera
Display	262144 (1.50", 220x176)
Features	MPS1ACCoAAC+VMA MPEG4H 263 Background Music Play Smart Search Document Viewer / Offline Mode 64 Poly Ringtones Bluetooth® / USB 2.0 BT Printing / uGo / TV Out My Menu / Mobile Tracker / Power SMS
Memory	70MB
Size	155.5 x 50 x 5.9 mm



Ultra Edition 9.6 (U300) Specifications

Standard	EDGE, GPRS Class 10 900/1800/1900 MHz
Camera	3 Megapixel camera (Flash v4)
Display	LCD 2.2" 240x320 262K TFT 96 x 16gray OLED
Features	MPS1ACCoAAC+VMA+VMDRM MPEG4H 263 64 Poly Ringtones Bluetooth® 2.0 / USB 2.0 high-speed Background Music Play Document Viewer / Offline Mode Smart Search / Smart Messaging BT Printing / uGo / TV Out Document Viewer / Offline Mode Smart Search / Smart Messaging Smart Search / Smart Messaging BT Printing / uGo / TV Out My Menu / Mobile Tracker / Power SMS
Memory	70MB
Size	100 x 51 x 9.6 mm



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## Ultra Edition II Series - Ultra Slim and Ultra Stylish

### *Stylish Sliders*

- Inspired by the LG shine, Samsung's Ultra Edition 10.9 (U600) exudes elegance and modern style.
- The clever design of Samsung's Ultra Edition 10.9 (U600) includes a unique and stylish interface for the ultimate sophistication and usability.
- Samsung's Ultra Edition 12.1 (U700) offers a HSDPA 3.6 Mbps data transfer speed, video telephony functionality and auto focus in a slim 12.1mm case.
- Both sliders are equipped with a 3 MegaPixel camera
- U600 comes to market in March, U700 in April

Ultra Edition 10.9 (U600) Specifications

Standard	EDGE, GPRS Class 10 850/900/1800/1900 MHz
Camera	3.2 Megapixel
Display	262144 TFT (2.2", 240x320)
Features	MP3/AAC/eAAC+WMMA MMS/E-mail/JAVA/WAP 2.0 64 Poly Ringtones / Offline Mode Bluetooth 2.0 / USB 2.0 Yahoo Ready Business Card Recognition Smart Search / Smart Messaging
Memory	60MB + microSD™
Size	103.2 x 49.3 x 10.9 mm



Ultra Edition 12.1 (U700) Specifications

Standard	HSDPA 3.6 Mbps, EDGE 900/1800/1900 MHz + 2.1GHz
Camera	3 Megapixel camera (AF) + VGA
Display	262144 (2.2", 240x320)
Features	MP3/AAC/eAAC+WMMA/WMDRM MPEG4/H.263/Real MMS/E-mail/JAVA/WAP 2.0 Bluetooth 2.0 / USB 2.0 high-speed Wheel key interaction Background Music Play Full HTML browsing (NF 3.4) Picture editing / Living World
Memory	20MB + microSD™
Size	102.5 x 50 x 12.1 mm



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## Ultra Music & Messaging

### *Ultra Music - F300*

- Dual face & sweep touch UI
- 2 MegaPixel
- Stereo Bluetooth
- Tri-Band GRPS/EDGE
- Available March 07

### *Ultra Messaging - i600*

- In the US exclusive to Cingular under the name "Blackjack"
- Tri-Band GPRS/EDGE, single band UMTS (2,100MHz)
- 1.3 MegaPixel
- QWERTY keyboard
- 113 x 59 x 11.8 mm
- Available March 07

Ultra Music F300 Specifications

Standard	GSM/GPRS/EDGE 900/1800/1900MHz
Camera	2 Megapixel
Display	Main: 262144 TFT Screen (2.1", 176x220) Sub: 262144 TFT (1.4", 176x220)
Features	Dual Face & Sweeping UI Music Library Multi-Format Music Support MP3,AAC,AAC+,e-AAC,WMA Music Download (WDRM,MTP) Multi-Format Video Support (MPEG4,H.263) Bluetooth Stereo Music Profile (A2DP) FM Radio Bluetooth® v2.0 / USB 2.0
Memory	100MB + microSD™
Size	103.5 x 44 x 9.4 mm



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## Size comparison: iPod nano vs. Samsung F300



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*iPod nano (2nd gen.)*

**VS.**



*Samsung Ultra Music  
SGH-F300*

- Double Interface
- Sweep Touch UI
- Tri-Band EDGE
- 2 MegaPixel camera
- FM radio
- Bluetooth Stereo (A2DP)
- 100MB built-in
- MicroSD cards up to 2GB





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## Ultra Video & TV



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- 2 screens and 5-way touch-sensitive buttons. 2 MegaPixel camera. HSDPA support. Both available March 07

### • *Ultra Video - F500*

- First DivX-equipped phone
- Plays MPEG-4, H.264, WMV and AVI
- 2.4" display

### *Ultra Mobile TV - F510*

- Upgrading the F500 to the spanking new F510, featuring support for Europe's DMB-H digital broadcast TV specifications
- 2MP camera, 400 MB of internal memory and a microSD connector

**Samsung F500 Specifications**

Standard	HSDPA, EDGE 900/1800/1900MHz / 2.1GHz
Camera	2 Megapixel
Display	Main: 262144 TFT (2.4", 240x320 ) Sub: 65536 TFT (1.5", 176x220)
Features	Landscape View (Self-Standing Swivel Screen) H.263H, 264/ MPEG4/WMV/DivX MP3/AAC/AAC++/AAC++/WMA/AAC3 BT v1.2, USB v2.0 (High Speed) Video: QVGA @ 30 fps (Up to 544kbps) TV Out (up to 640x480) WDRM/MP3/DMA DRM Movie, Music, E-Book applications
Memory	410MB + microSD™
Size	116.5 x 50.4 x 10.7 mm



**Samsung F510 Specifications**

Standard	HSDPA, EDGE 900/1800/1900MHz / 2.1GHz
Camera	2 Megapixel
Display	Main: 262144 TFT (2.4", 240x320 ) Sub: 65536 TFT (1.5", 176x220)
Features	Landscape View (Self-Standing Swivel Screen) H.263H, 264/ MPEG4/WMV/DivX MP3/AAC/AAC++/AAC++/WMA/AAC3 BT v1.2, USB v2.0 (High Speed) Standard: DVB-H, CBMS Security: CAS Video: QVGA @ 30 fps (Up to 544kbps) TV Out (up to 640x480) WDRM/MP3/DMA DRM Movie, Music, E-Book applications
Memory	410MB + microSD™
Size	116.5 x 50.4 x 10.7 mm





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## Motorola - Highlights and summary

- Expand the popular KRZR, SLVR and RIZR line-up delivering a stylish entertainment experience across
- Launch new "kick slider" form factor with the RIZR Z8
- Expand the original CDMA based MOTO Q in a HSDPA and EDGE version
- All products Stereo Bluetooth (A2DP) compatible with the new S9 Stereo Bluetooth headset (8 hrs music playback time), March launch <100£
- 3 new HSDPA handsets providing 3.6 Mbps broadband download

SLVR L9



KRZR K3



RIZR Z6



RIZR Z8



Q GSM



Q q9





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## MOTO KRZR K3

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- A 3G variant of the Motorola KRZR K1
- Made of premium metal and glass
- 50MB + microSD card slot (expand up to 2GB)
- Stereo Bluetooth
- 2 MegaPixel primary camera, secondary VGA camera for video calling
- 2" QVGA display with 16 million colors
- Tri-Band GPRS, single band HSDPA (3.6 Mbps)
- Launch expected in March 07





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## MOTO RIZR Z6

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- 1st Linux-kJava software based handset
- Incorporates Windows Media DRM allowing users to sync music to their phone from over 200 music stores worldwide
- Stereo Bluetooth
- 64MB + microSD card slot (expand up to 2GB)
- 2" QVGA display with 16 million colors
- QVGA (320x240) 262K color display
- Outstanding Video Resolution 30fps
- 2 MegaPixel camera with LED light
- 105 x 45 x 16.2mm
- Quad-Band EDGE
- Launch expected in Q2 2007

RIZR Z6





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# TRADE SHOW REPORT

## MOTO RIZR Z8

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- 3rd addition to the RIZR line of sliders
- 1st ever "kick slider" sporting a new form factor
- Stereo Bluetooth
- Large speakers
- 90MB + microSD card slot (expand up to 4GB)
- 2.2" QVGA display with 16 million colors
- Symbian OS
- QVGA 16 million color display
- Outstanding Video Resolution 30fps
- 2 MegaPixel camera, LED light and red-eye reduction
- Partnership with BSkyB\* which will users to access Sky's mobile content services and program Sky+ boxes remotely
- Tri-Band GPRS, single band HSDPA (3.6 Mbps)
- Launch expected in April



*RIZR Z8*





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# TRADE SHOW REPORT

## MOTO Q

- Based upon original CDMA-based MOTO Q (Verizon)
- Windows Mobile 6.0
- QWERTY keyboard
- Stereo Bluetooth

### **Q GSM**

- Quad-Band EDGE
- 1.3 MegaPixel with LED lights
- 2.4", 64K TFT display
- WiFi through optional miniSDIO card
- Available Q3 2007

### **Q q9**

- Quad-Band EDGE, 2.100MHz UMTS/HSDPA (3.6 Mbps)
- 2 MegaPixel with LED lights
- 11.8 mm thin
- Available Q2 2007

Q GSM



Q q9





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# TRADE SHOW REPORT

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## Sony Ericsson - Highlights and summary

- Announcements that enforce the company's clear ambition to make it the aspirational and accessible choice for millions more mobile phone users worldwide
- Expansion of Walkman and Cyber-Shot range at different price points to a wider range of consumers
- Launch first BRAVIA branded handset which delivers mobile TV functionality for NTT DoCoMo in Japan
- Entry-level J series of handsets received a couple of new members today in the form of the J110 and J120. These basic handsets are meant to attract the price conscious consumer that needs good battery life and solid phone functionality

J110 and J120



K200 and K220



Cyber-shot

K550



K810



W610



W880





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# TRADE SHOW REPORT

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## K810 and K550 Cyber-shot phones

- Year 2006: 4.5 million Cyber-shot phones shipped (K800, awarded best 3GSM phone)

### ***K550 Cyber-Shot***

- 2 MegaPixel with autofocus and LED assist light
- Quad-Band EDGE, available Q2 07 (also in the US)

### ***K810 Cyber-Shot***

- 3.2 MegaPixel camera with autofocus
- Dedicated camera settings keys
- Xenon flash and red eye reduction
- Software image optimization (fix exposure and contrast)
- Tri-Band GPRS, single band UMTS (2,100MHz)
- Available Q2 07 (not for the US)







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# TRADE SHOW REPORT

## W610 - W880

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- Year 2006: 60 million music enabled phones, 17 million of which were Walkman handsets

### **W610 Walkman**

- 2 MegaPixel
- Stereo Bluetooth
- Quad-Band EDGE, available Q2 07 (also in the US)

### **W810 Walkman**

- Ultra-thin at 9.4 mm
- Brushed stainless steel finish
- Stereo Bluetooth
- 2 MegaPixel
- Bundled with 1GB Memory Stick
- Tri-Band GPRS, single band UMTS (2,100MHz)
- Available Q1 07 (not for the US)





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# TRADE SHOW REPORT

## LG Shine

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- LG 'Chocolate' Phone Successor = LG Shine
- LG Shine = pursued the sense of luxury image with the application of stainless steel body. When the phone is off, the display panel can conveniently be used as a mirror
- KU970 is a tri-band GPRS, UMTS/HSDPA 3.6Mbps variant of the Shine KE970 that was launched 2 weeks ago. Available in Feb 07 (exclusive on Vodafone)
- KE770 is a slim candy bar design where all the unnecessary parting lines are eliminated, creating a premium digital camera look. Tr-band EDGE available in Feb 07.
- Both phones feature a 2 MegaPixel camera



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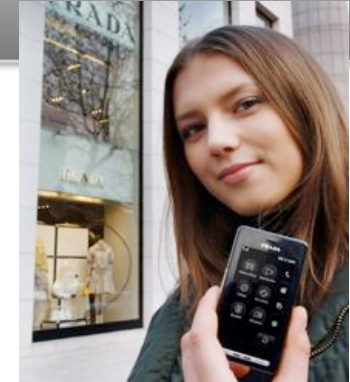
# TRADE SHOW REPORT

## LG Prada (KE 850)

- In partnership with the Italian fashion brand PRADA
- Completely touch screen phone
- Macromedia Flash UI
- 2 MegaPixel camera
- External memory slot
- Tri-Band EDGE (900/1800/1900MHz)
- 98.8 × 54 × 12 mm
- Available in mobile dealerships as well as selected PRADA stores in the UK, France, Germany and Italy as of early March
- Price as from 600€
- More information on [www.lgpradaphone.com](http://www.lgpradaphone.com)



**PRADA**



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# TRADE SHOW REPORT

## Size comparison: iPhone vs. LG Prada

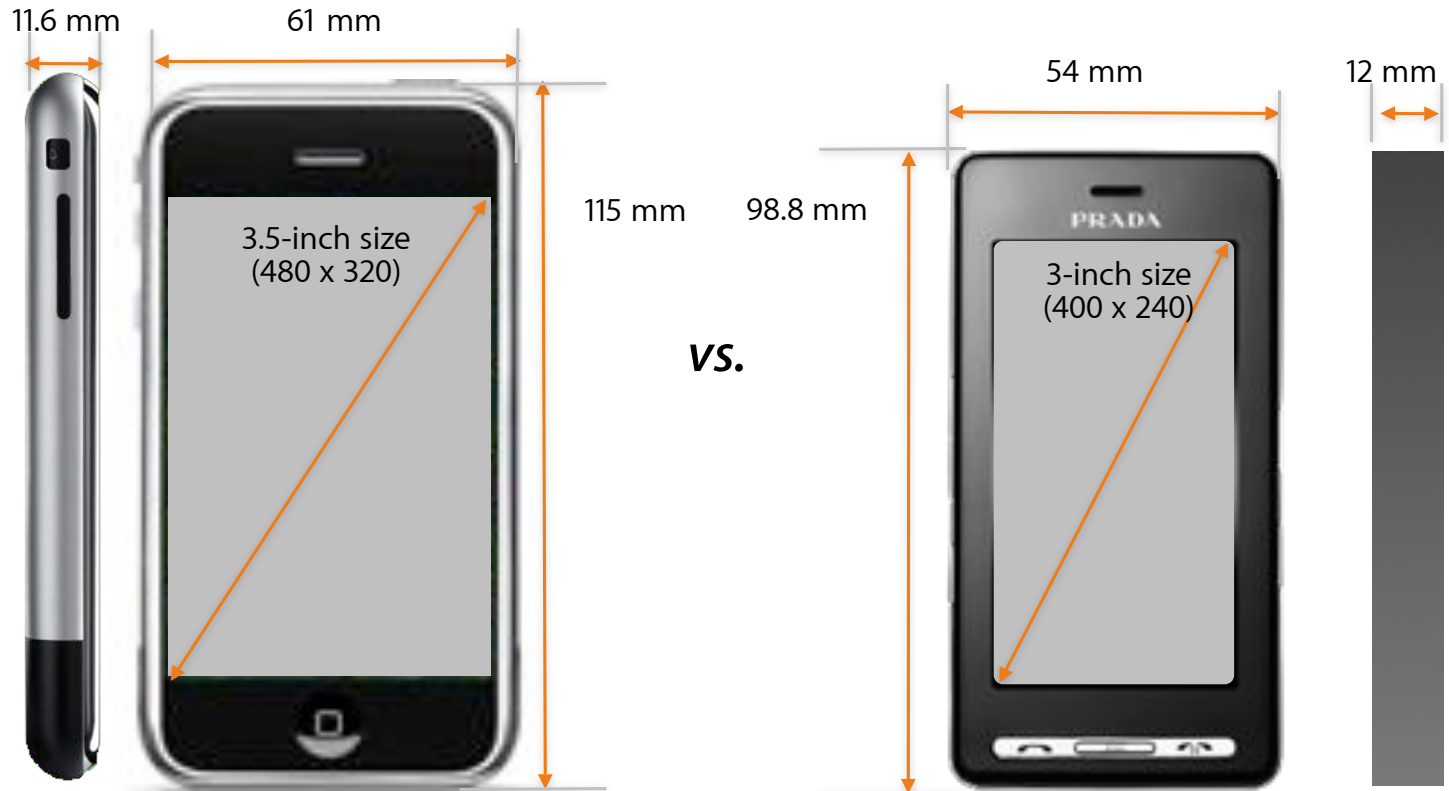


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LG Prada phone

Apple's iPhone



*Apple iPhone*

*LG Prada (KE850)*

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Windows  
Mobile



# TRADE SHOW REPORT

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## Microsoft - Windows Mobile 6.0

- Latest software to feature new messaging tools, tighter security and improved productivity features. Compatible with windows Vista
- Enhancements to familiar Microsoft® mobile applications like Outlook Mobile, Office Mobile, and now Windows Live™ for Windows Mobile
- Devices to begin shipping worldwide by second quarter of 2007. Handset vendors Motorola, Samsung, HTC and i-Mate all announced Windows Mobile 6.0



Right: Pieter Knook, sr. vice president of Microsoft's Mobile and Embedded Devices Division, demonstrating the new Microsoft Windows Mobile 6 OS



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Windows  
Mobile



# TRADE SHOW REPORT

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## HTC (High Tech Computer Corp.)

### HTC S710

- Small and lightweight with auto-sliding full keyboard
- 2.4" TFT LCD screen
- Stereo Bluetooth and Wi-Fi
- 2 MegaPixel
- Quad-band EDGE
- Available in March

### HTC P3350

- 2.8" TFT LCD (240x320)
- Stereo Bluetooth
- Wi-Fi
- FM radio
- 2 MegaPixel
- Quad-band EDGE
- Available in March

### HTC Advantage X7500

- 5" TFT LCD 640x480 touch screen
- Integrated and detachable keyboard
- Stereo Bluetooth and Wi-Fi
- Inbuild GPS (Tom-Tom)
- 3 MegaPixel
- Quad-band EDGE and Tri-band HSDPA
- 8GB HDD
- Available in March

HTC S710



HTC P3350



 **htc**  
smart mobility

HTC Advantage X7500





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Windows  
Mobile



# TRADE SHOW REPORT

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## i-Mate

- i-Mate development, no longer HTC OEM products
- All the 5 handsets are quad-band GSM/EDGE handsets + tri-band UMTS/HSDPA (3.6Mbps) + Wi-Fi + FM + Bluetooth 2.0 + EDR
- Both US and European versions: 850/1900/2100MHz or 850/1700/2100MHz versions
- Windows Mobile 6 operating system
- All feature a 520MHz Intel processor, XGA direct video out and 262K VGA LCD touch screen
- More info on the individual product features can be found on [www.clubimate.com](http://www.clubimate.com)

**i-mate**  
Ultimate Series

5150  
Slider keyboard  
(June)



6150  
Super Screen  
(July)



8150  
Super Thin  
(Aug)



9150  
Stylish Flip  
(Aug)



7150  
PC Tablet  
(Sept)





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## RIM (*Research In Motion*)

- **BlackBerry 8800**
  - BlackBerry 8100 Pearl + 8700 + extra's
- Full QWERTY keyboard
- BlackBerry push email support
- QVGA 320x240 display
- Rich multimedia support
- Trackball navigation
- GPS system
- Stereo Bluetooth
- MicroSD expandable memory
- Quad-band EDGE
- 114 x 66 x 14 mm



*BlackBerry 8800*

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# TRADE SHOW REPORT

## MEIZU



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- Meizu is Chinese electronics maker and first company to closely copy the look and feel of Apple's iPhone.
- Windows Mobile 6.0 operating system
- 2 built-in cameras: 3 MegaPixel camera on the back and an VGA camera on the phone's face (video call)
- 3.3" (720 x 480) touch screen
- 30 pin, TV out, Line-in/out
- 57 x 105 x 11.5 (slightly smaller than the iPhone)
- GSM/UMTS
- Meizu miniOne will be available in Q4 2007
- More info on <http://en.meizu.com/>





# Mobile Operator announcements

**CONFIDENTIAL****TRADE SHOW REPORT****Vodafone expansion in emerging markets**

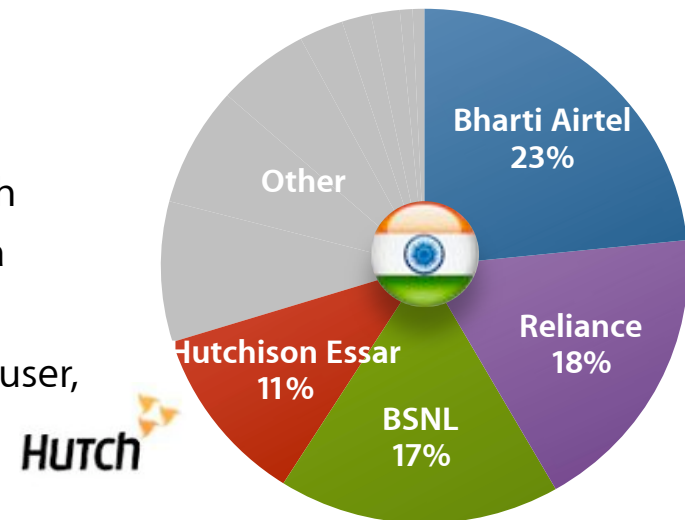
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**vodafone**



- **Vodafone acquires Hutch-Essar (4th largest operator in India) in \$11.7bn deal as part of its emerging markets strategy**
  - Acquired in the last 2 years networks in Romania, Turkey and Czech
- **At the same time Vodafone offered Bharti Airtel an option to acquire Vodafone's 5.6% stake in Bharti**
- **MoU signed between Bharti, Vodafone and Hutch-Essar to start reciprocal network sharing**
- **Mobility and communications improve country's economy**
  - 10% extra penetration = +0.6 GDP growth
  - Only 40% GSM network coverage in India
  - India's penetration only 13% (150m subs)
  - India has 400 mins usage per month per user, compared with 120 in Europe



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# TRADE SHOW REPORT

## Vodafone content tie-ups



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vodafone



- Vodafone announced a string of tie-ups with market-leading content providers such as YouTube , EBAY, MySpace and Google Maps



- Vodafone and Citibank Global Transaction Services are planning to build on the airtime credit transfer systems that have been so successful in Africa.
- SMS will be used to carry dynamically generated PIN codes that will be convertible to cash or airtime through the businesses that already sell Vodafone prepaid airtime.



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