

Exhibit 12
(Submitted Under Seal)

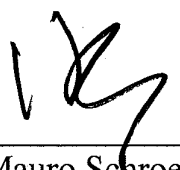
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Certificate of Translation

11 May 2012

I hereby certify that this Korean to English translation of pages SAMNDCA00176178 to SAMNDCA00176182 of the document with the beginning Bates number SAMNDCA00176178 is an accurate and complete rendering of the contents of the source document to the best of my knowledge, except for the word "TRANSLATION" at the upper right corner of each translated page. I further certify that I am competent in both languages and have twenty years of professional experience in Korean to English translation.

By: 
Peter Mauro Schroepfer

Premium & Mass
Design Preference Study
2010.11-2011.01

Design Planning & Strategy

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Premium & Mass Design Preference Study

Design Planning & Strategy

Objective

To Understand US Consumer's Design Perception of Premium and Mass Design

- Conduct qualitative research with Premium Users and Mass Users
- Analysis their style preference and non-preference.



Premium & Mass Design Preference Study

Design Planning & Strategy

Methodology

<Qualitative Research>

-90 Minute 1:1 Interview or Focus Group Interview + in-depth interview

-42 respondents

:50/50 mix of Premium Users/ Mass Users

(Premium: Tech.E or Mobile P/ Biz. P **Mass**: Social.MT/ Value. M)

:50/50 mix of males/females

	Houston	New Jersey	Total
Male	12	9	21
Female	9	12	21
18-25	6	8	14
26-35	9	5	14
36-45	7	5	12
46-55	3	6	9
Tech Enthusiast	5	6	11
Business Professionals	6	5	11
Social Media Tribe	7	6	13
Value Maximizers	4	5	9
Total	22	20	42

Premium & Mass Design Preference Study

Design Planning & Strategy

Methodology

<Research Session>

1. Questionnaire fill-out

- *Describe your next phone
- *favorite fashion brand :minimum 3,
- *Lifestyle(Mobile Device, favorite place etc.)

2. Image Board Session (about 50 mobile phones- released product)

- * Trendy mobile Phone &why
- * like , dislike, best mobile phone &why?
- * Premium image vs. Mass image

3. Prototype Session (16 Design Mock-ups)



*Form factor, shape, CMF, Pattern, which design looks premium etc.

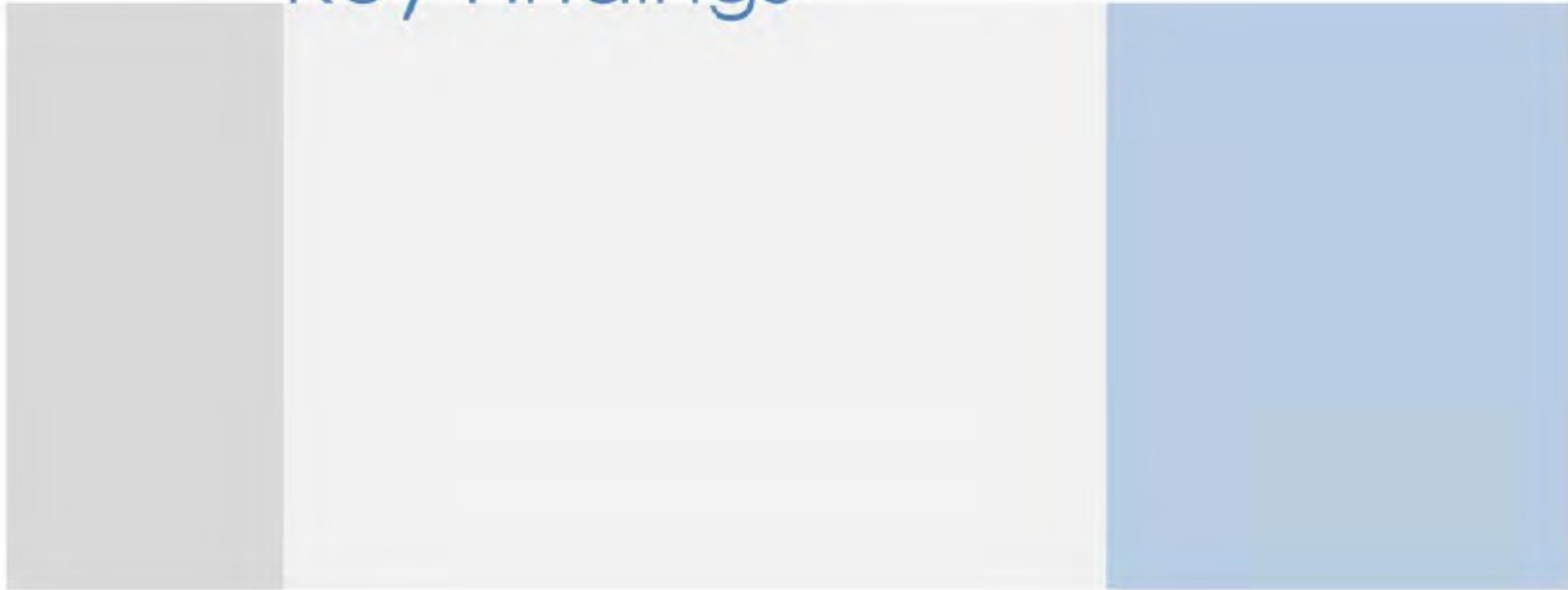
4. Style Frame Session (Image Card Sorting)



*sort the cards which they like and dislike freely.
* **three images that they like and dislike most and the reasons.**
(The emotional reasons why they like and dislike are very important.)



Premium & Mass Design Preference Study
Key Findings



Executive Summary

1 iPhone design = Premium/Good Design

- * U.S. consumers have been greatly influenced by the iPhone design
- * The rounded shape design is recognized as a premium and good design due to the influence of the iPhone Series in the past three years
- * After the release of iPhone 4, at the same time that early trend adopters have started to accept the angular and square design as trendy, there is a tendency toward increasing preference for a square design, unlike in the past, from the influence of HTC EVO, Droid, etc



2 Growth of Positive Recognition of White

- * Due to the iPhone 3G (White) and the HTC my touch, there is favorable recognition of white color in mobile phones
- * White is thought to be casual and comfortable to the user



3 Perception of more numerous keys as more Casual

- * Sleek and clean design is considered to be more premium
- * Even for a device of the same screen size, Touch + Qwerty is considered to be more casual than Full touch



Executive Summary

4 Bright colors, flip or bar styles without QWERTY keypads are considered 'old phones'

* However, this type of design is considered suitable for pre-teens and leased phone users (short-term use) if the price is low.



5 Devaluation of Blackberry

* Apple is recognized as a high-priced smartphone, and Blackberry is recognized as a medium-priced smartphone

(- Smartphone MS has decreased by 4.5% from the previous year, and ASP has decreased by \$52. However, because of price reductions, sales were strong in European and Latin markets)



Handout Snapshot Summary

Question	Phone		# of respondents
Most trendy	iPhones (both 3GS and 4)	 "It's simple, it looks like it's more skinny and it's enough space to navigate it. It's everything that you need in a phone"	30
Dislike	LG Lotus Elite	 "The keyboard is too small and it's plastic . This phone is too outdated I would say."	18
High priced	iPhones		31
Low priced	Intensity 2	 "Well, that looks like a toy that my three year-old niece would play with first of all. The phone looks like something I used 12 years ago. The keys are so small. The design of it, it looks very Fisher Price-ish ."	16
Would buy next	iPhones		17
Most premium	H1	 "The thinness of it. The reflective screen, seems like nothing I've seen before. It looks kind of cool . It looks different . On the bottom part, when I turned it over I saw the back, I think that's what sold me that it was a higher cost phone ."	15
Most casual	L4	 "A casual person is still going to make phone calls so I don't think a casual user should get a keyboard phone. I think this isn't a touch screen. So a grandmother or father or older person could easily use it."	15
Overall favorite	M1 / H1 / H5 / H3 Favorite CMF(+Pattern) Buy for the next phone Best Phone Shape		9 / 8 / 7 / 6
Design preference	Less detail		36
	Base:		42

Premium & Mass Design Preference Study

Design Planning & Strategy

Most Trendy Design

This design has been around for a while and it's nice to look at. I can use it with one hand when I'm on the go. It's small. **It's definitely handy.**



That [iPhone] has **set the trend** without a doubt for three years. The shape, the ease of holding in your hand, and the ease of being able to turn it on or turn the ringer off without even looking at it when it's in your pocket or purse.



It's simple, it looks like it's more **skinny** and it's enough space to navigate it. It's everything that you need in a phone.



Least Trendy Design



● ● ● LG Lotus

I think it's the color it looks like it's **plasticity** and it looks like it's white. This phone is **too outdated** I would say.

"[I don't like] **color**. I don't like the **shape** at all. It's curvy, like I don't know the why it's curved like this.



Samsung Sidekick



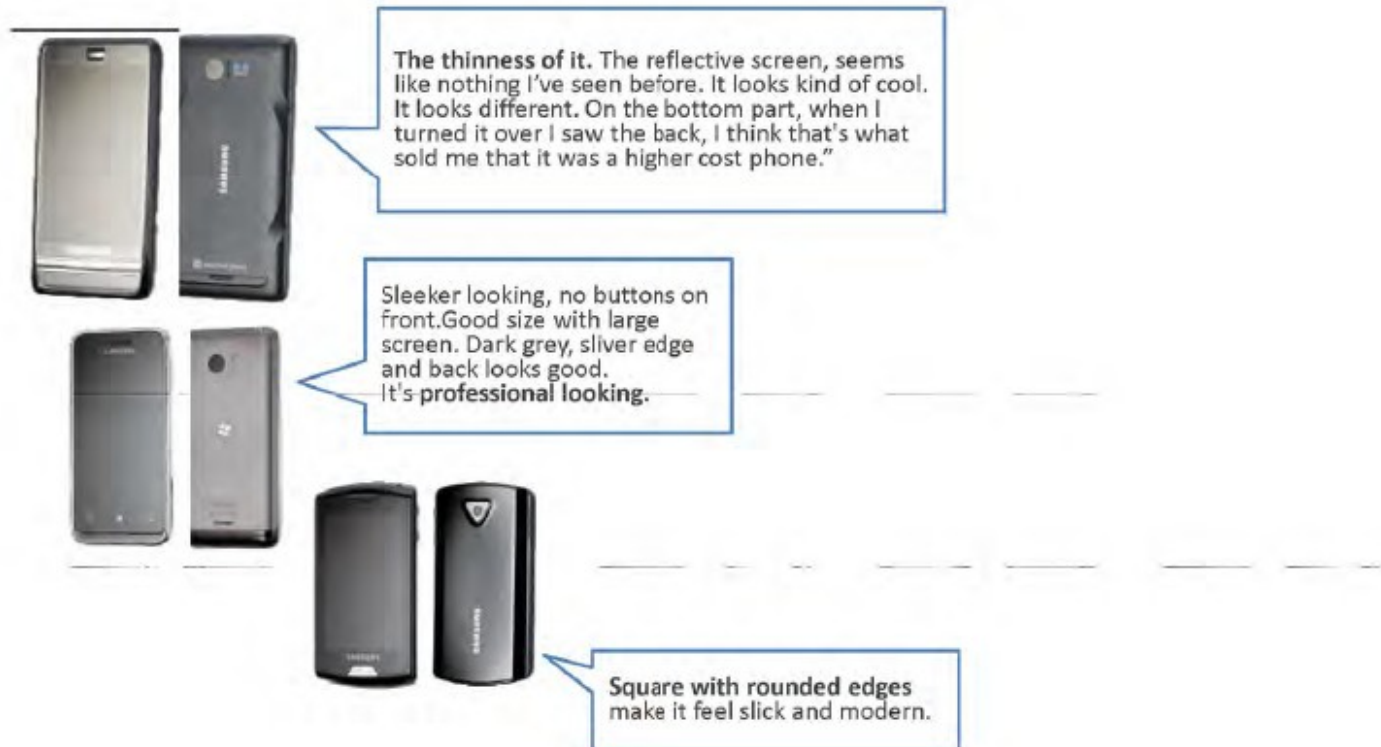
Samsung Reclaim



● ● Samsung Intensity 2

"Well, that looks like a toy that my three year-old niece would play with first of all. The phone looks like something I used 12 years ago. The keys are so small. The design of it, it looks very Fisher Price-ish."

Most Premium



Most Casual

