

EXHIBIT B

EXHIBIT 5

DEFENDANT'S EXHIBIT

NO. 522.001

United States District Court
Northern District of California
No. 11-CV-01846-LHK (PSG)
Apple v. Samsung

Date Admitted: _____ By: _____

MPCP PROJECT 2006

SAMSUNG MOBILE DESIGN TEAM



SAMNDCA00321382

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OUTLINE



SAMSUNG

LOGO의 기본색상 : 청색(Pantone 286C : M80% + C100%)

- 단일 청색으로 연속성 표현
- 안정감과 신뢰감을 주는 색
- 고객과 보다 친숙하려는 의지를 담았으며 사회에 대한 책임감을 상징

워드마크의 디자인: 우주와 세계무대를 상징하는 타원

- 동적이고 혁신적인 이미지
- S,G 부분 내부와 외부의 기운을 통하게 하여 세계와 호흡, 인류사회 이바지
- 영문로고: 기술주의를 통한 고객지향의 지점단 기업 이미지

SAMSUNG Mobile blue history



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THEME

THE BLUE / SKY : Positive, Day&Night, Star, Universe, Satellite, Oxygen, Endless, Dream, Future, Magic, Energy, Skyline etc...
 Blue - Light ~ Dark blue
 Samsung = Three Star

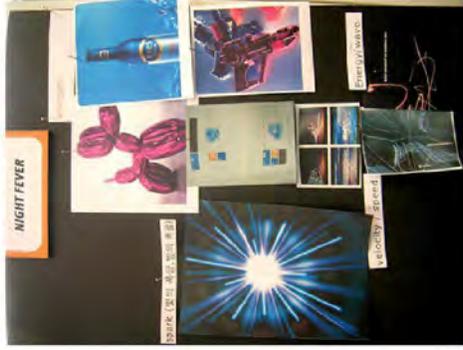
FUTURE FLASH



WHISPERING BREEZE



NIGHT FEVER



하늘에서 내리는 일억 개의 별



CONTENTS

OLYMPIC BLUE

UNIVERSAL BLUE

ENERGETIC FEVER

SAPPHIRE



Dirk Bakkerberg shoes



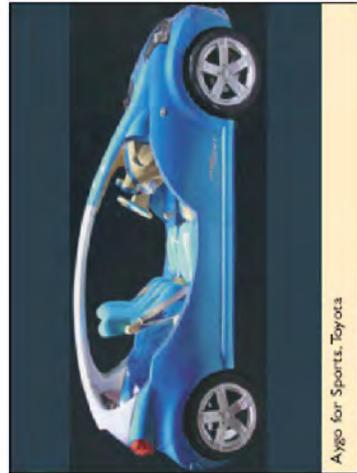
Dog, Jeff Koons



OLYMPIC BLUE

PRODUCT

Sporty and technical image
Soft minimal shape with Turquoise blue , black and white
Graphic line accent (ex: keypad layout, pattern embossed rear cover)

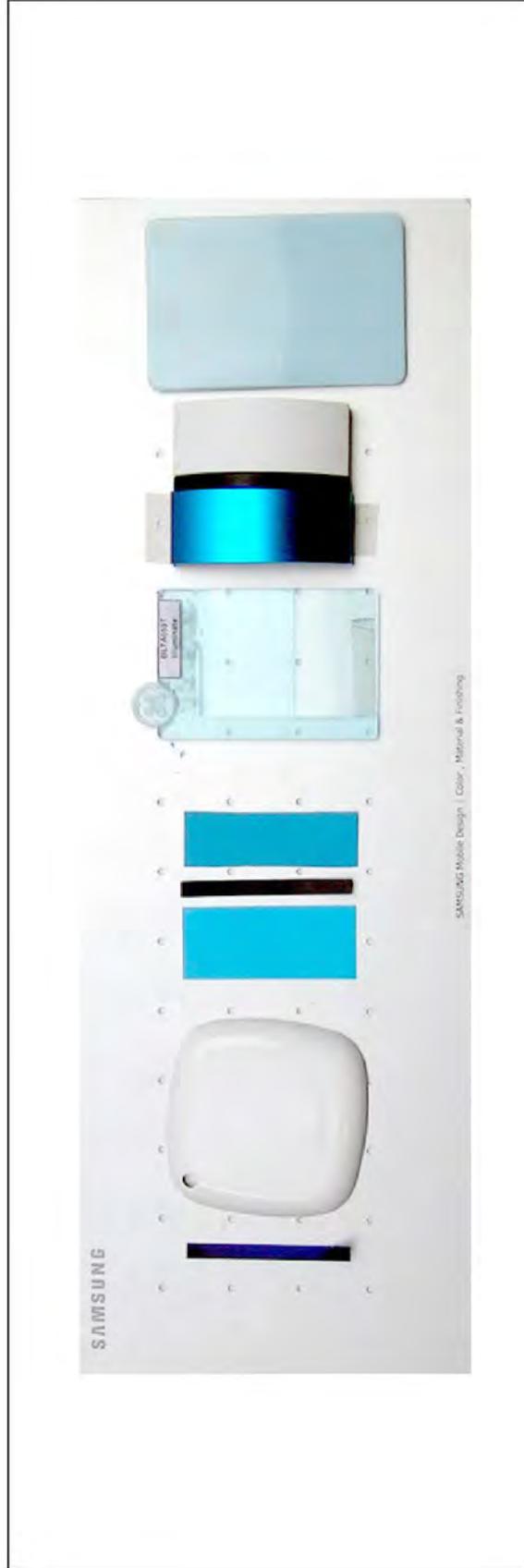


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OLYMPIC BLUE C.M.F

유광 White + Matt Turquoise Blue + Black accent
Resin 부식 처리, rubber feels

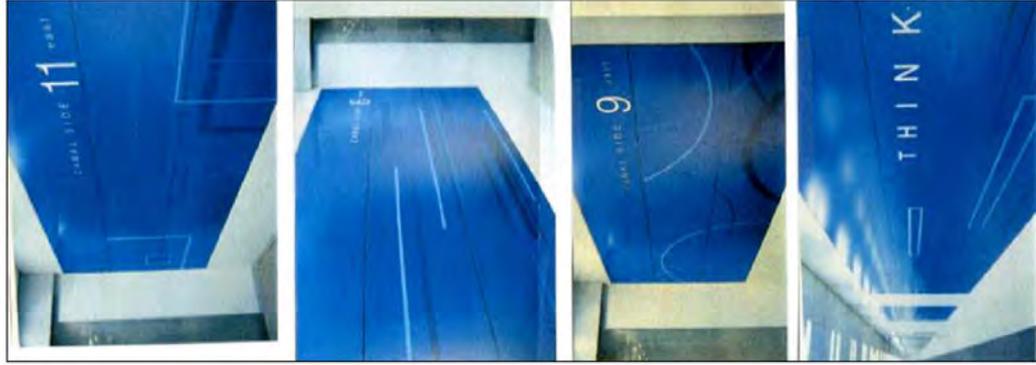
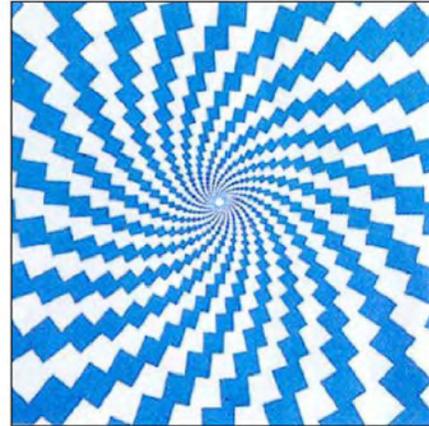


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OLYMPIC BLUE

GUI

Vector image, Straight line
Bright Sky blue tone



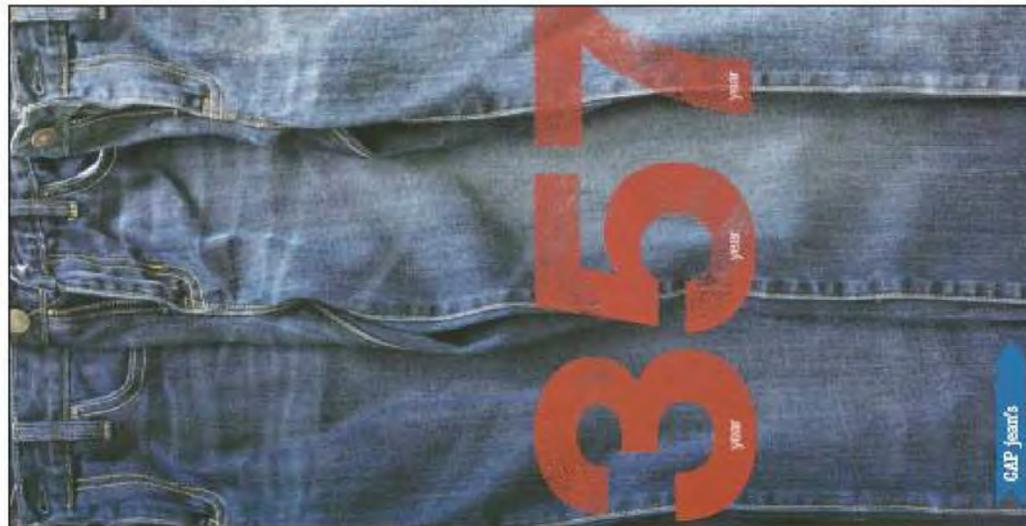
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UNIVERSAL BLUE _ TOTAL BLUE

PRODUCT

Symbolic Everyone's Blue – NEW SAMSUNG Blue
Intelligent & fashionable, Positive spirit , popular ,Unisexual color
Total blue image



MPCP PROJECT 2006



UNIVERSAL BLUE _ TOTAL BLUE C.M.F

All blue concept – Samsung blue
Metal (Aluminum anodizing) + Resin (Solid resin) + Chrome accent



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UNIVERSAL BLUE _ BLUE ACCENT

PRODUCT

Blue accent – chrome, black and white
Day and night variation



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UNIVERSAL BLUE _ BLUE ACCENT

C.M.F

- 전면 Chrome silver (유,무광 배색)
- Day& Night concept (dark blue black & white)
- Blue accent (Lighting)
- SUS hairline + black
- Blue black 가죽 case , 미세한 pattern, gold accent



MPCP PROJECT 2006



UNIVERSAL BLUE _ BLUEISH SILVER

PRODUCT

Sophisticated ,neutral, creative and modern image
Everywhere, convenient, practical
Grayish metallic blue. (instead of silver)



MPCP PROJECT 2006



PRODUCT

UNIVERSAL BLUE _ BLUEISH SILVER

Sophisticated, neutral, creative and modern image
Everywhere, convenient, practical
Grayish metallic blue.



MPCP PROJECT 2006



UNIVERSAL BLUE _ BLUEISH SILVER C.M.F

Grayish metallic blue (Aluminum anodizing) + silver, white ,black
Sky Blue tone – greenish, purplish blue
Marble resin, solid resin



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UNIVERSAL BLUE

GUI

Seamless, reflection
Sky in your hand



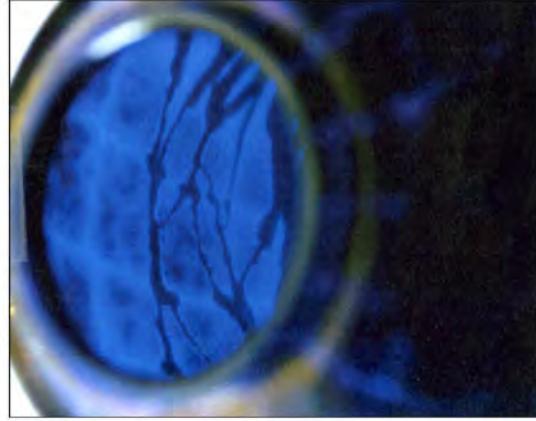
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UNIVERSAL BLUE

GUI

Captures the sky.
Vertical line.



The space was filled with transparent blues and transformed into a glowing line.

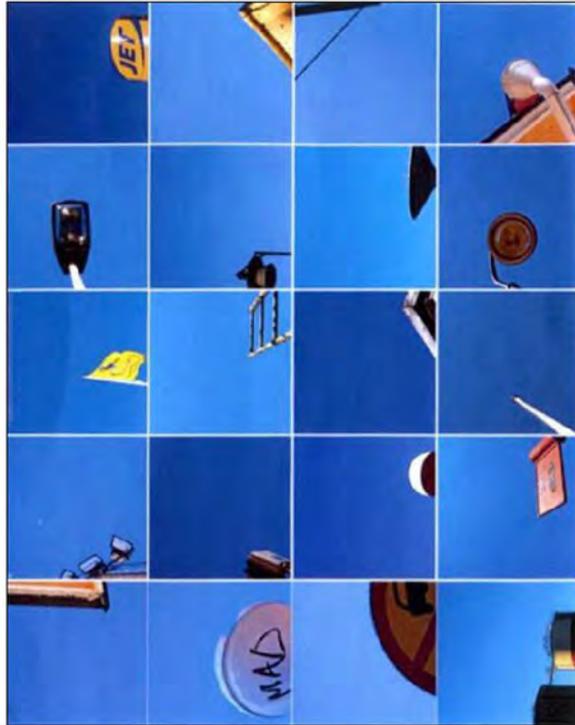
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UNIVERSAL BLUE

GUI

Shadow plays.
Simple and comfortable atmosphere.



MPCP PROJECT 2006



ENERGETIC FEVER

PRODUCT

Fashionable, trendy, spectacular, urban, 70-80's style
Monoblock, electric blue
Anodizing, glamorous & mercerized shine, reflecting, metallic effects.



Morids bag, Gucci & BMW moto



Dog, Jeffs Koons



Sprint sister basketer, Nike



Historical

MPCP PROJECT 2006



PRODUCT

ENERGETIC FEVER

Fashionable, trendy, spectacular, urban, 70-80's style
Monoblock, electric blue
Anodized, glamorous & mercerized shine, reflecting, metallic effects.



MPCP PROJECT 2006



ENERGETIC FEVER C.M.F

Black, dark silver + 증착 electric blue



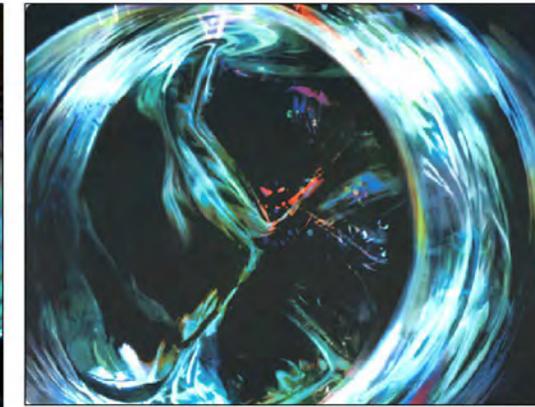
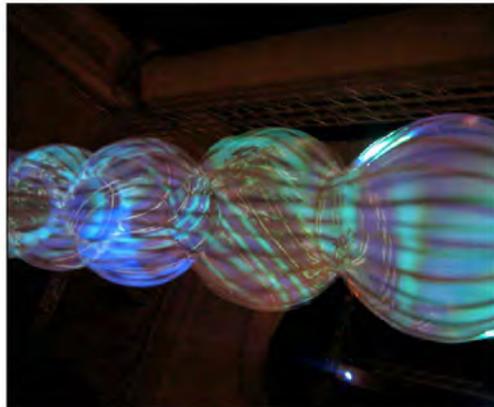
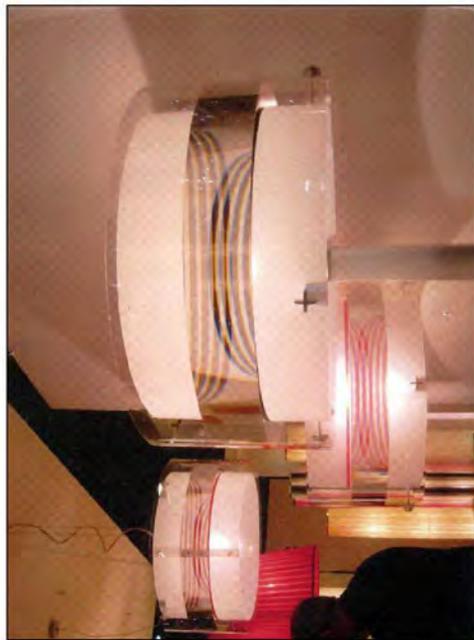
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ENERGETIC FEVER

GUI

Vibration, Wave
Spectral, Whirling motif

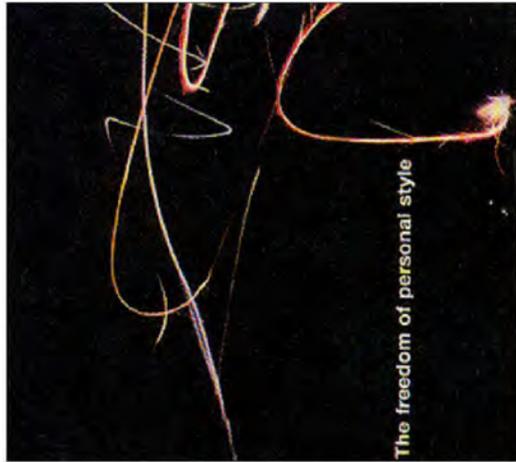
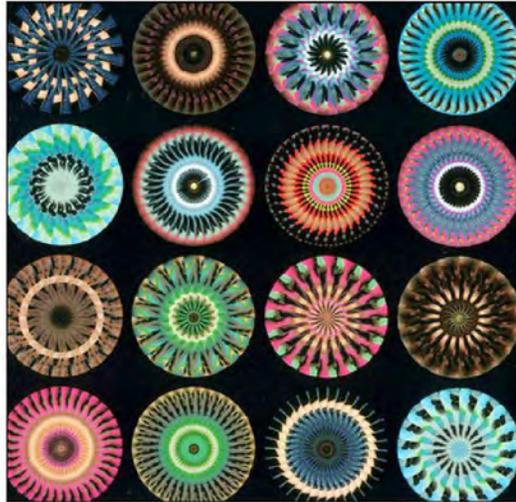


MPCP PROJECT 2006



ENERGETIC FEVER

Fireworks, Rainbow effects magnificent, Free movement



The freedom of personal style

Touillez tout barrez, partez tout les couleurs.
Jeux de l'humanité chromatique sont derrière nous.
Le regard refuse de continuer son deuil. Nos yeux ont
un corps veulent / agiter comme des pinceaux ivres.
Tout les théories sont fourrez, roulez les couleurs
Et voyez. Le roi est nu. Peignons le en rouge vif.
Imitez la reine dans une bouillie de jointe.
Grir est une utopie qui n'a jamais marché. ne faisons
ne plus confiance aux hommes en noir. Nous voulons
un boss. Nous désirons être des volcans, des paons,
bliser des paradis avec l'air conditionné et des fées aux
des violents. Nous voulons être sur parant d'ér frontières,
mait des mains, nous baigner dans de la boue bleue,
rrez sur la neige orange. Nous aimons rêver en couleur et
un nous y sommes habitués. Nous ramenez un peu
précieux mais il faudrait compter sur nous. Pourquoi faire
y quand on peut faire colore ?
Imitez le film en noir et blanc
sur portent du rose. Couleurs durs et peu douce !
sur voyants et filer chatoyant. Dites non au
omologiquement correct. Der demi-teintes ? Pour quoi
as ? Les touillez tout barrez, partez tout les couleurs.
sur l'humanité chromatique. Anobis les hommes en noir,
y corps sont des pinceaux. Trempez-les dans le rouge !
L'art de la couleur est un sacerdoce. Les théories sont fourrez.



GUI

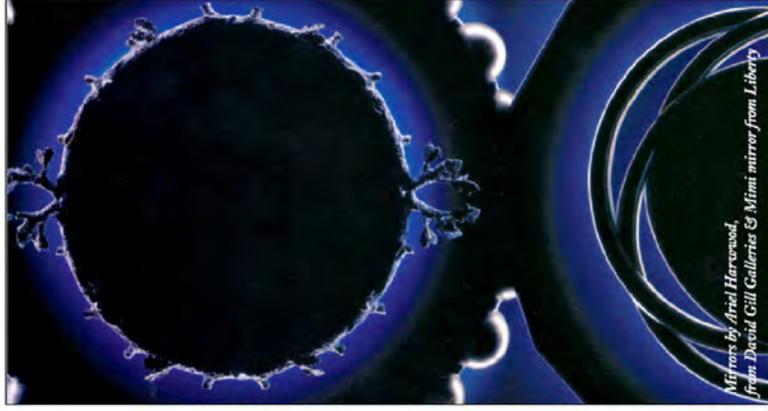
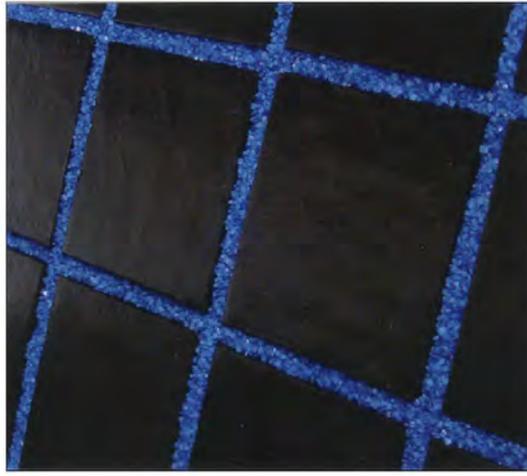
MPCP PROJECT 2006



SAPPHIRE

PRODUCT

Luxurious, Precious, Mysterious image , Wow effect (lighting)
Crystal cut, Jewely, Sapphire
Very deep blue, Sparkle, transparency, translucency



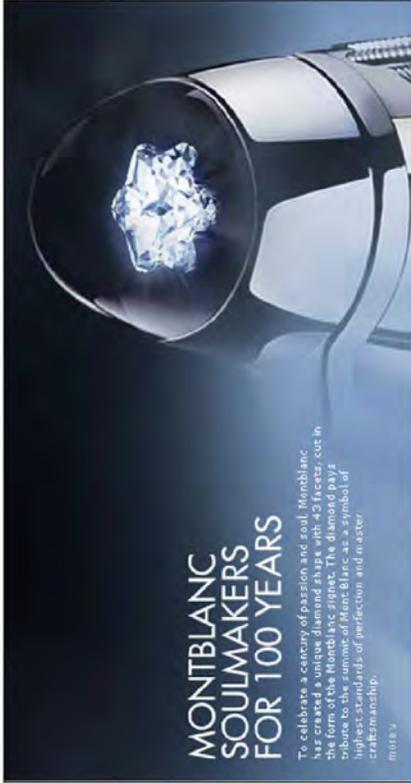
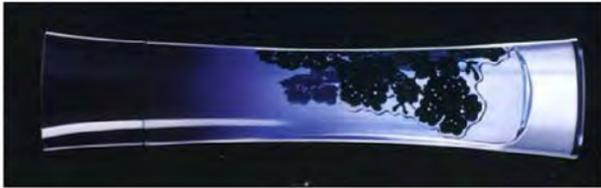
MPCP PROJECT 2006



SAPPHIRE

PRODUCT

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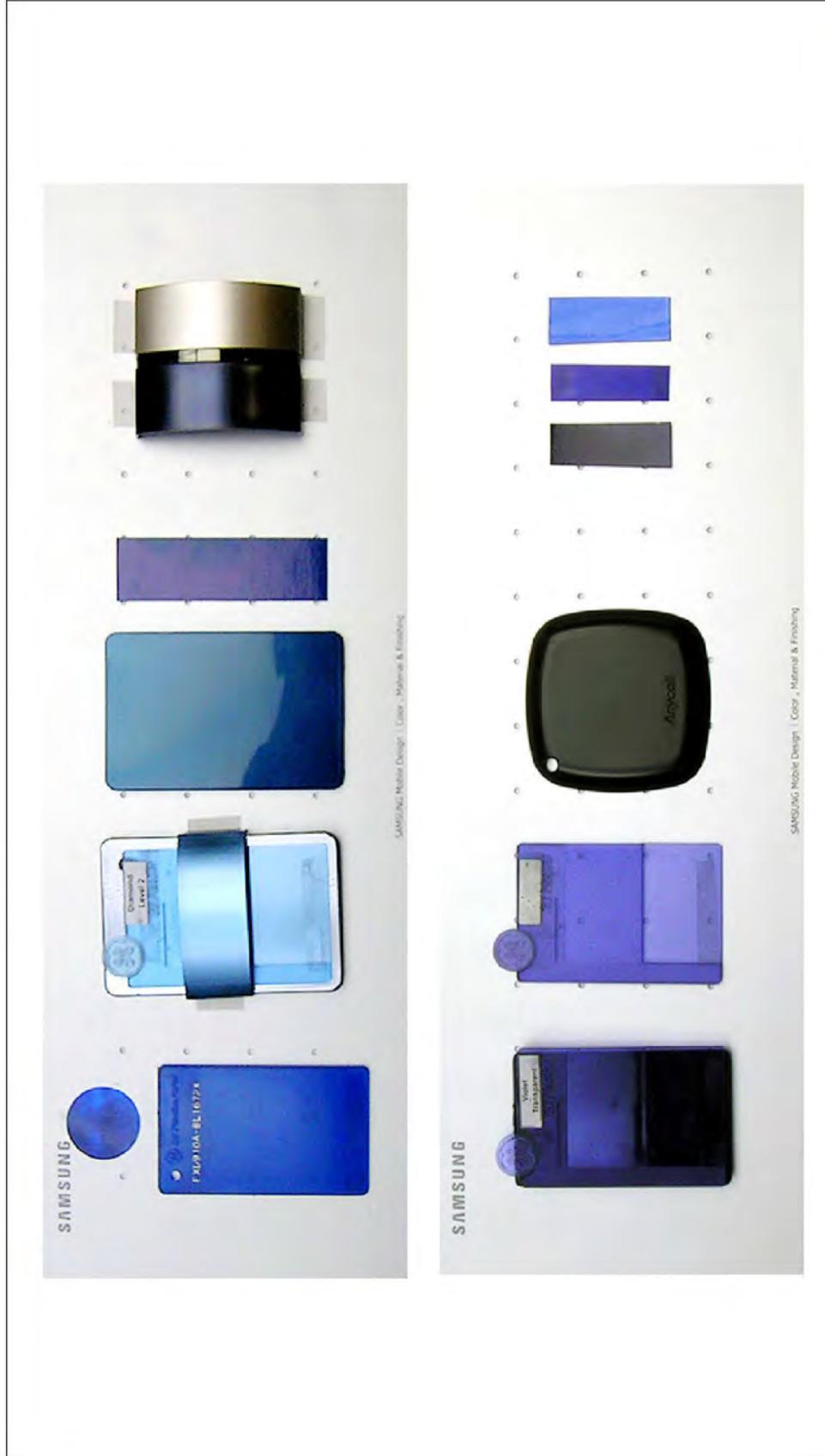
MPCP PROJECT 2006



SAPPHIRE

C.M.F

깊이감 있는 이중사출 (sparkle blue resin + dark blue) + deep blue
Sapphire/deep blue + champagne gold + gold accent



MPCP PROJECT 2006

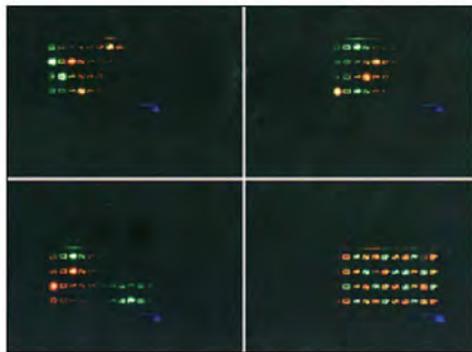
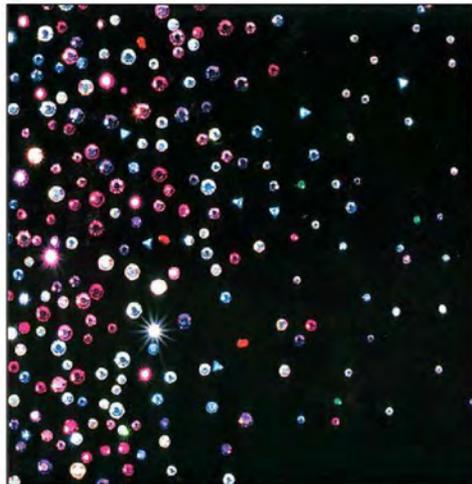


SAPPHIRE

GUI

Jewelry, stary night, milky way
Lighting effect, dimmess

제품과 GUI의 emotional interaction - lighting



MPCP PROJECT 2006



SAPPHIRE

C.M.F

깊이감 있는 이중사출 (sparkle translucent white resin + white) + Purple blue/Dark blue
Woman target



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PRODUCT COLOR SCENARIO



SLIDE (4 models)

- ERAMER
- VESSEL
- BOUNT
- WRAP



Q-SLIDE (1 model)

Q-Bowl



COMPONENT DRAWING

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FRAMER

47*104*14 _ 2.57 Inch LCD

SAPPHIRE + UNIVERSAL BLUE



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SAMNDCA00321410

FRAMER

47*104*14 _ 2.57 Inch LCD

- 1.- Front : black 유광 window
- 2.- Side Body dummy : titan silver (유,무광 배색)
- 3.- Slide 하단부 : blue accent (Lighting)
- 4.- Keypad : dark blue + blue LED
- 5.- back : dark blue



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VESSEL

46*99*14.5 _ 2.79 Inch LCD

OLYMPIC BLUE



MPCP PROJECT 2006

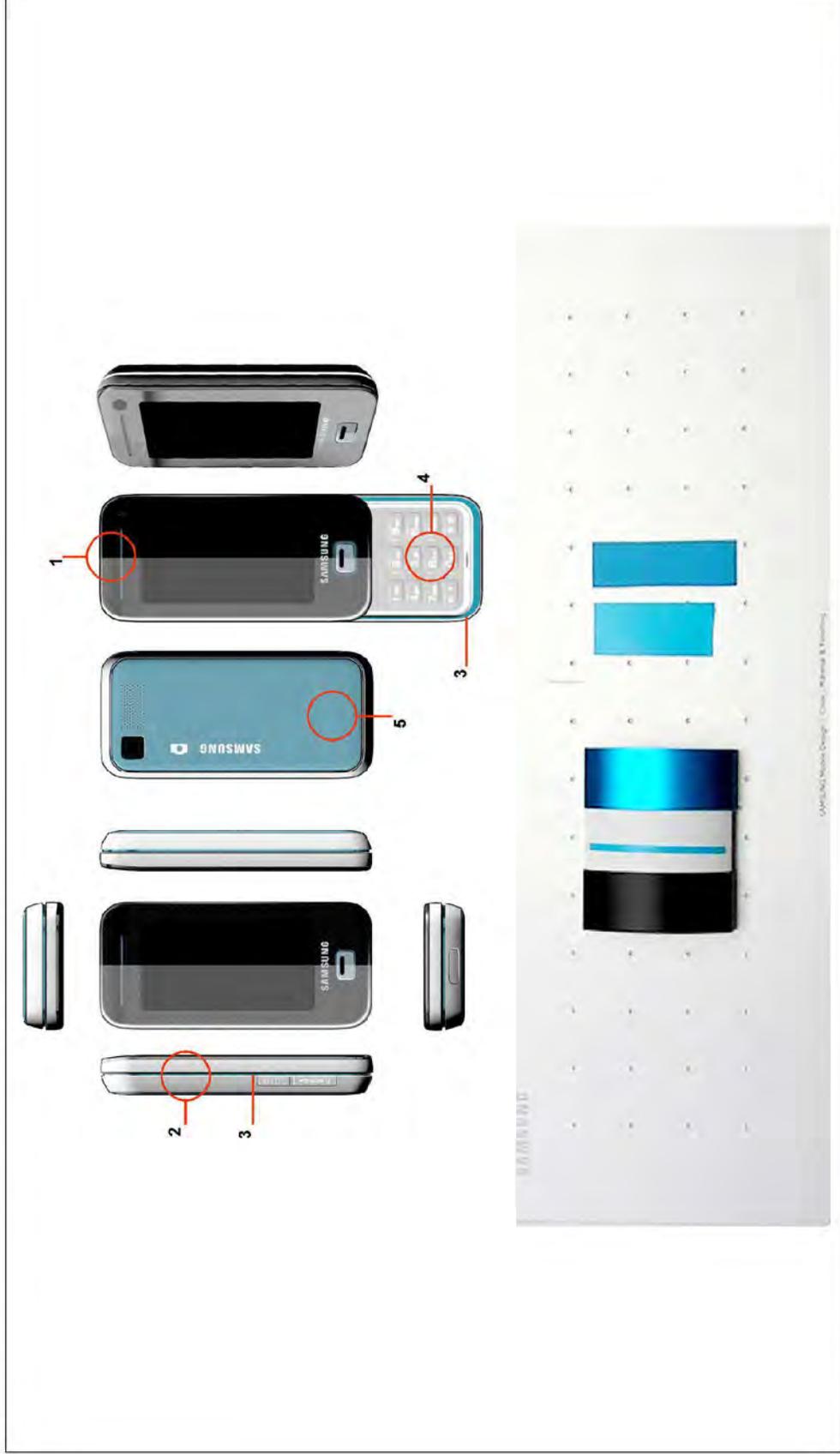


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SAMNDCA00321412

VESSEL 46*99*14.5 _ 2.79 Inch LCD

- 1. - Front : black 유광 window
- 2. - Side : 무광/반광 white
- 3. - Side accent : turquoise blue
- 4. - Keypad : white/gray + white/turquoise blue LED
- 5. - Back : turquoise blue resin 부식 처리 / rubber feels (pattern)

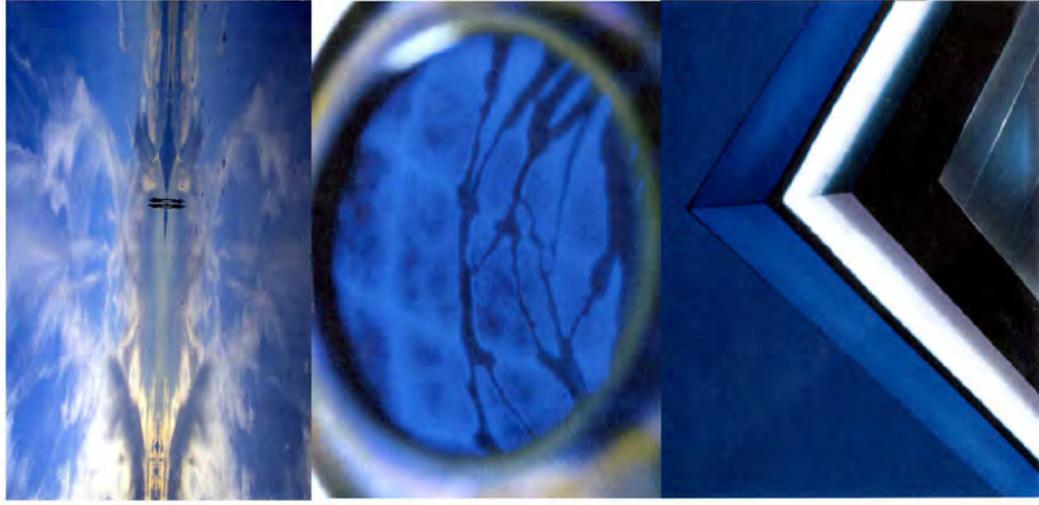


MPCP PROJECT 2006

BOWL

46*98*14.5 _ 2.79 Inch LCD

UNIVERSAL BLUE ENERGETIC
FEVER



MPCP PROJECT 2006

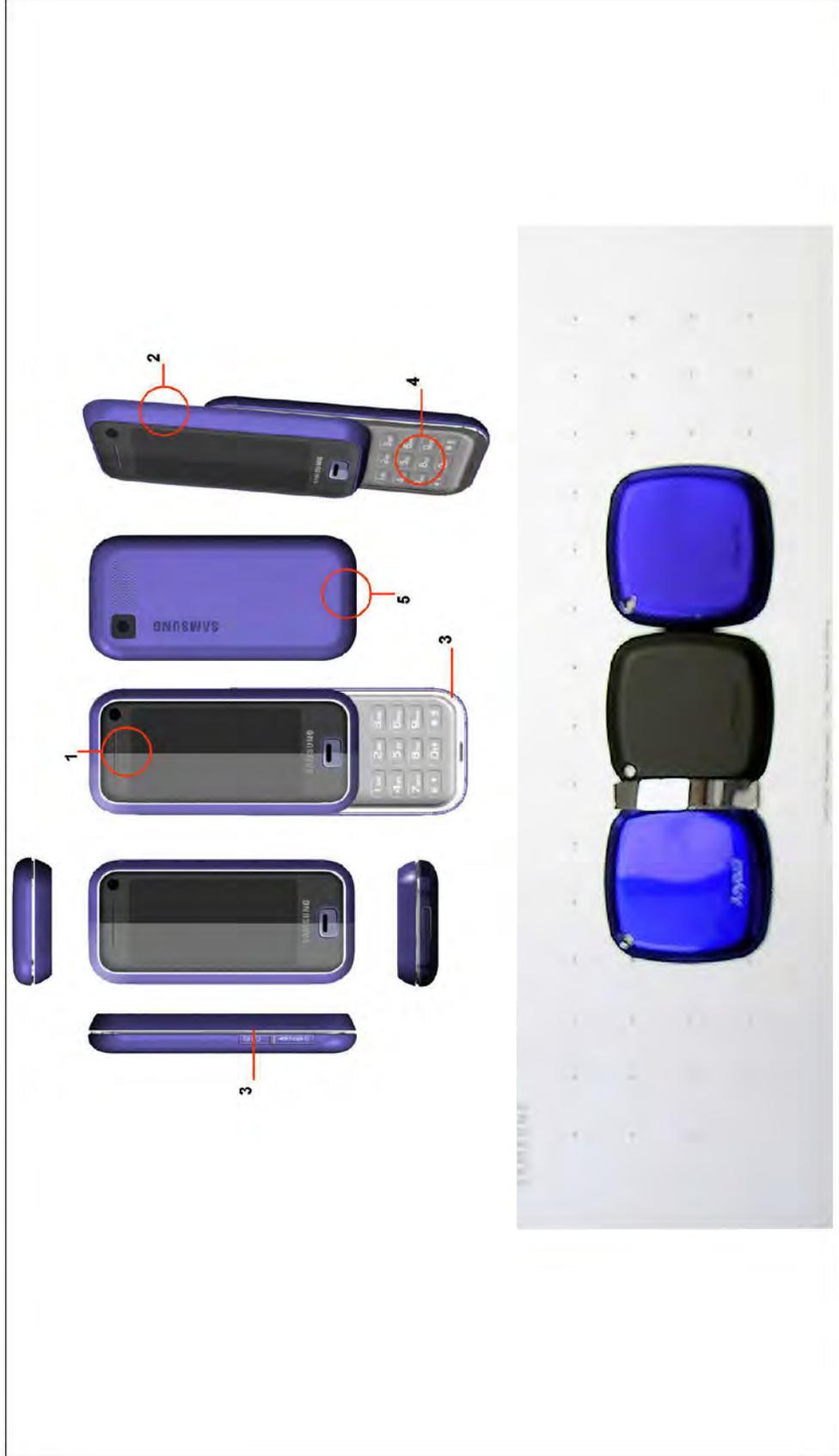


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SAMNDCA00321414

BOWL 46*98*14.5 _ 2.79 Inch LCD

- 1.- Front : black 유광 window
- 2.- Front : 무광 Samsung blue 증착
- 3.- Side accent : chrome silver
- 4.- Keypad: dark silver/chrome silver + white LED
- 5.- Back : 유광 Samsung blue 증착



MPCP PROJECT 2006

WRAP

46.5*100*14 _ 2.57 Inch LCD

UNIVERSAL BLUE



MPCP PROJECT 2006



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SAMNDCA00321416

WRAP

46.5*100*14 _ 2.57 Inch LCD

- 1. - Front: 유광 black window
- 2. - Side accent : Samsung blue
- 3. - Keypad : accent blue + dark blue
- 4. - Back : 무광/반광 black
- 5. -1. Cover: 무광 dark blue
- 5. -2. Cover: SUS metallic silver blue



MPCP PROJECT 2006



WRAP

46.5*100*14 _ 2.57 Inch LCD

1. - Accessory : darkblue Leather + gold accent (pattern)

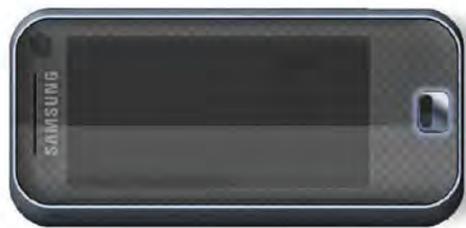


MPCP PROJECT 2006



Q BOWL

46.2*92.27*14.8 _ 2.79 inch LCD



UNIVERSAL BLUE



MPCP PROJECT 2006



Q BOWL

46.2*92.27*14.8_2.79 inch LCD

- 1. - Front : 유광 black window
- 2. - Front : mid metallic silver blue 증착/아노다이징
- 3. - Side accent : darkblue
- 4. - Keypad : darkblue + white LED
- 5. - Back : light metallic silver blue 증착/



MPCP PROJECT 2006



FINAL PRODUCT COLOR

FRAMER



BOWL



VESSEL



WRAP



Q BOWL



MPCP PROJECT 2006



FRAMER

47*104*14 _ 2.57 Inch LCD



MPCP PROJECT 2006



46*99*14.5 _ 2.79 Inch LCD

VESSEL



MPCP PROJECT 2006



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SAMNDCA00321423

46*98*14.5 _ 2.79 Inch LCD

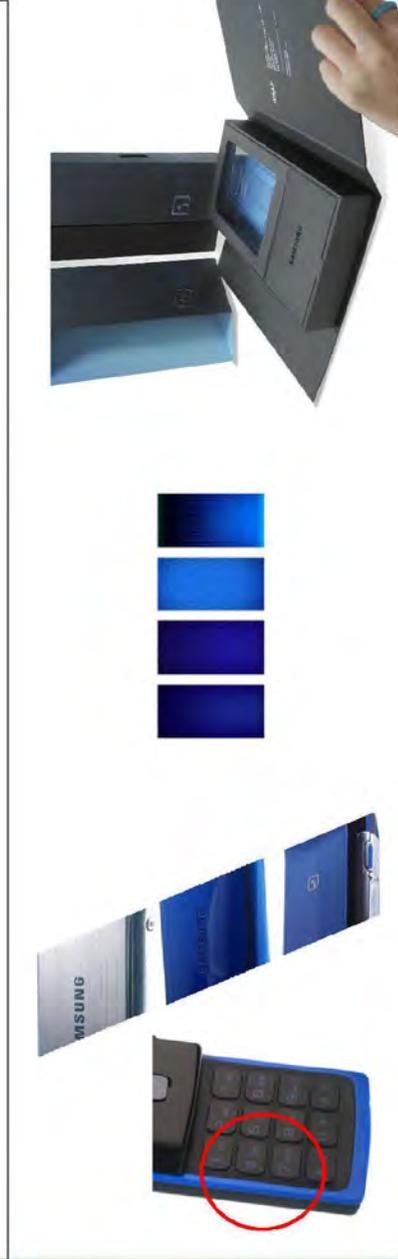
BOWL



MPCP PROJECT 2006

WRAP

46.5*100*14 _ 2.57 Inch LCD



MPCP PROJECT 2006

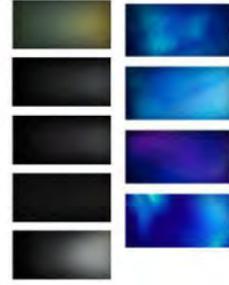
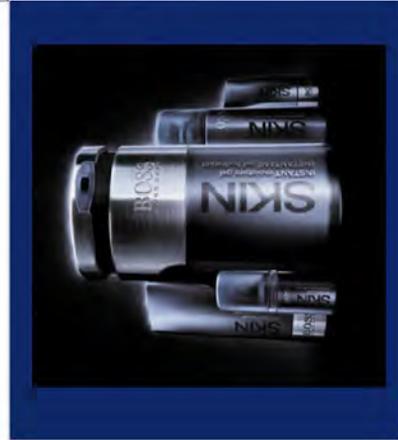


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SAMNDCA00321425

Q BOWL

46.2*92.27*14.8 _ 2.79 inch LCD



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MPCP PROJECT 2006

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SAMNDCA00321427