

Exhibit 51



gravitytank collaborates with Samsung

touch portfolio

ROLLOUT STRATEGY
RECOMMENDATION BASED ON CONSUMER INSIGHT

FINAL PRESENTATION | 17 DECEMBER 2008

PLAINTIFF'S EXHIBIT NO. 36

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

Apple Inc. v. Samsung Elecs.

Date Admitted: _____ By: _____

iPhone Feedback & Analysis



Screen-centric design has set the standard for touch

The iPhone is in some ways “undesigned,” but its strong, screen-centric design has come to equal what’s on trend and cool for many consumers.

Dimensions of touch design

Touch design is more like TV design—minimal and screen-centric.

Few buttons

The iPhone has four buttons: home, power, volume, mute.

Screen focused

The center screen mounted in the phones' form makes the iPhone look more TV-like than phone-like.

“It’s beautiful.”
 “The whole phone is the screen.”
 “It’s sexy.”
 “It’s slick.”

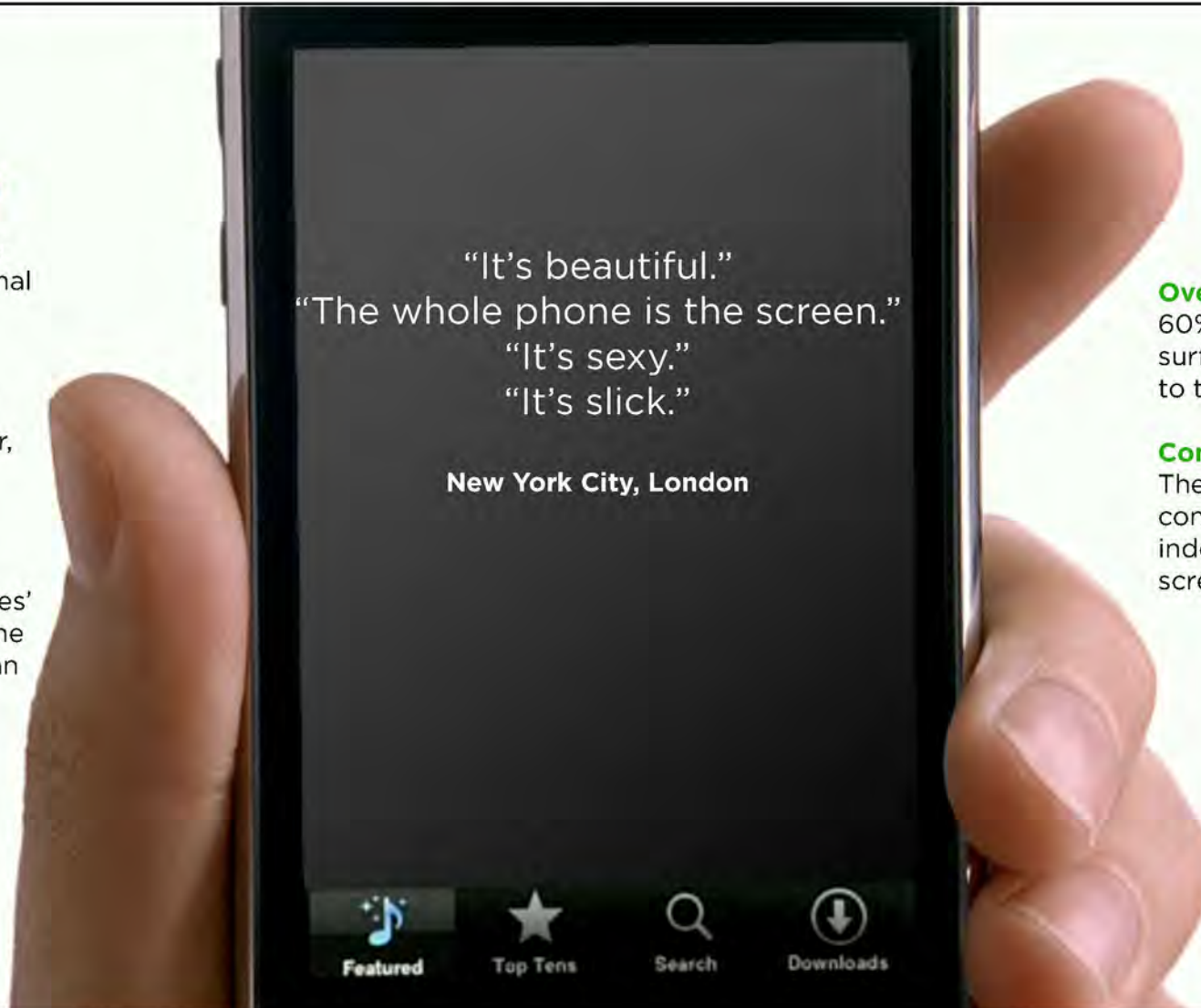
New York City, London

Oversized screen

60% of the iPhone’s surface is dedicated to the screen.

Consistent surface

The surface plane is consistent, with no indentation for the screen.



iPhone Feedback & Analysis

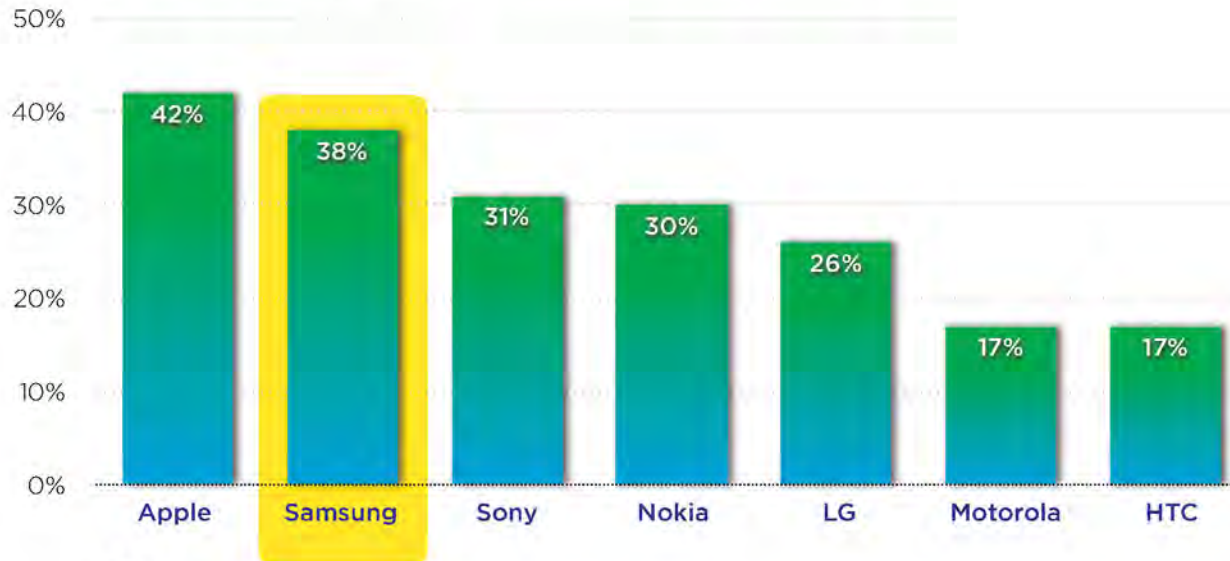


For State of the Art, Apple has overtaken Samsung as the most stylish brand overall

The Style category has become saturated, and intense competition has elevated consumers' standards of what a phone's style encompasses. Consumers frequently mention Samsung as a stylish brand, but place it in the company of other industry leaders.

Most stylish brand (amongst State of the Art)

(Q51, % top 2 box, n=1,002)



“

I think Apple is so successful because they have come out with a unique product [and] you see all other mobile phone providers are trying to copy each other. Apple came out with something different and that's why everyone likes Apple—because it's different.”

London

iPhone Feedback & Analysis



The iPhone isn't just easy to use, "it's sexy to use"

Consumers don't see the iPhone as simply usable; they see it as enjoyable, engaging and cool. Their experience is almost cinematic.



Fun

Gestures like the two fingered pinch and flick add a game-like quality to interactions. The flip adds a level of cool.



With the multi-touch function you can zoom in and zoom out and move photos, and that's great."

Berlin

.....
Everybody wants to play with it."

Chicago



Whimsical

Lists bounce, icons flitter — the iPhone has a sense of whimsy that shows a thoughtful character in the interface.



You play more with it because it's simply fun to handle."

Berlin



Dramatic

Transition effects and sensors add a level of cinematic drama and showmanship that makes using an iPhone (and showing others) just plain cool.



It's sexy to use."

London