

EXHIBIT 1

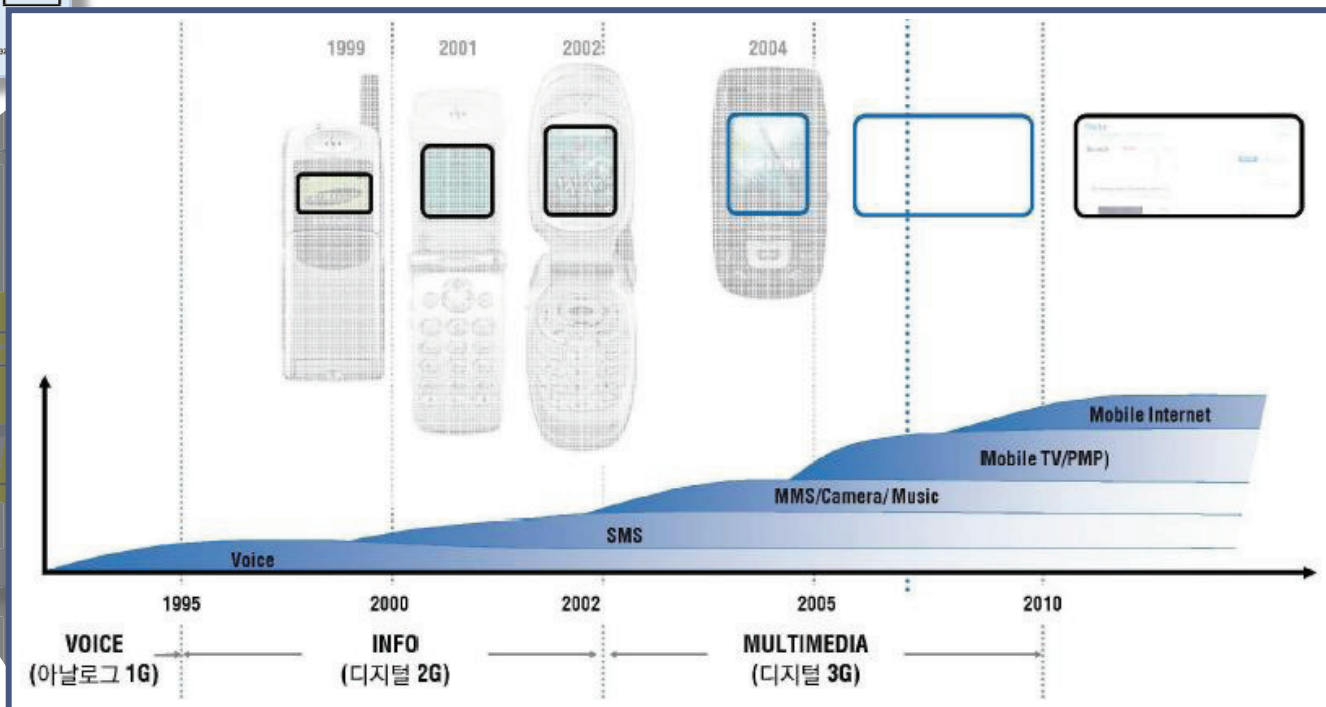
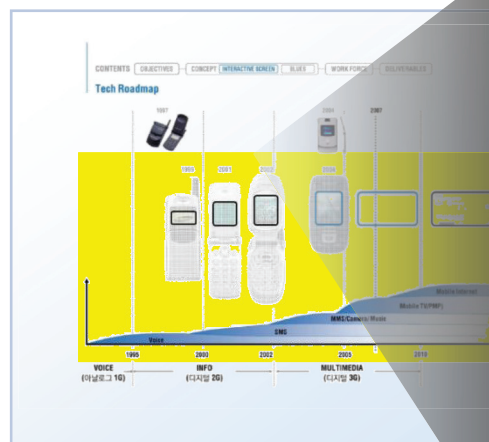
SAMSUNG

Samsung's Independent Creation of Smartphones



Master Popular Communication piece

Samsung Mobile Design Team



Report of the Samsung Mobile Design Team – “Master Popular Communication Piece” – Summer 2006 (Exh. 596.009)

SAMSUNG

Samsung Designs In Development Before The iPhone

“Vessel”

Report of the Samsung Mobile Design Team –
“MPCP Project 2006” (Exh. 522.042)



SAMSUNG

Samsung Designs In Development Before The iPhone

“Q-Bowl”

**Report of the Samsung Mobile Design Team –
“MPCP Project 2006” (Exh. 522.045)**



SAMSUNG

Samsung Designs In Development Before The iPhone

“Bowl”

**Report of the Samsung Mobile Design Team –
“MPCP Project 2006” (Exh. 522.043)**

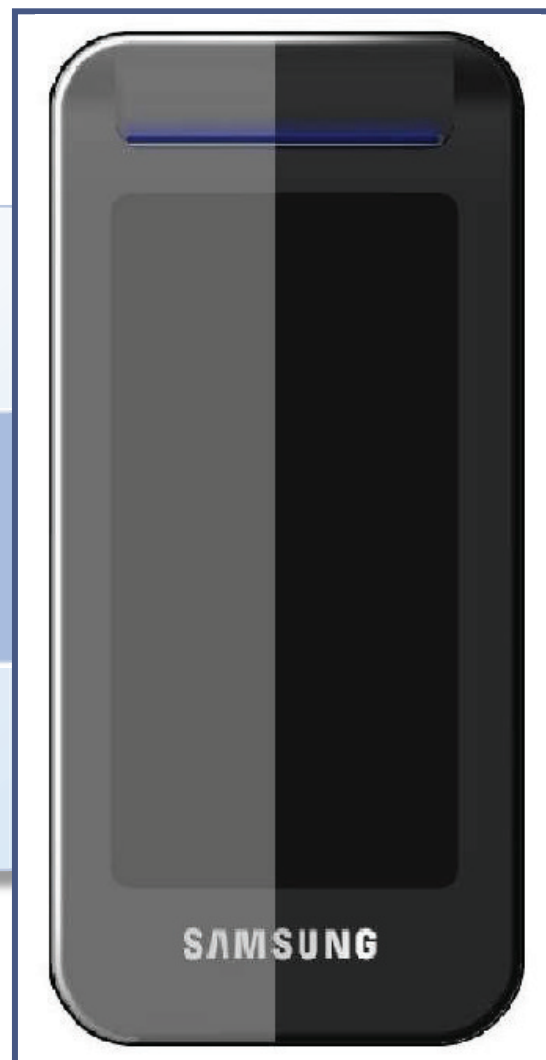


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Samsung Designs In Development Before The iPhone

“Slide”

**Samsung Mobile Design Team –
“Master Popular Communication Piece” –
July 2006 (Exh. 625.010)**



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Samsung Designs In Development Before The iPhone

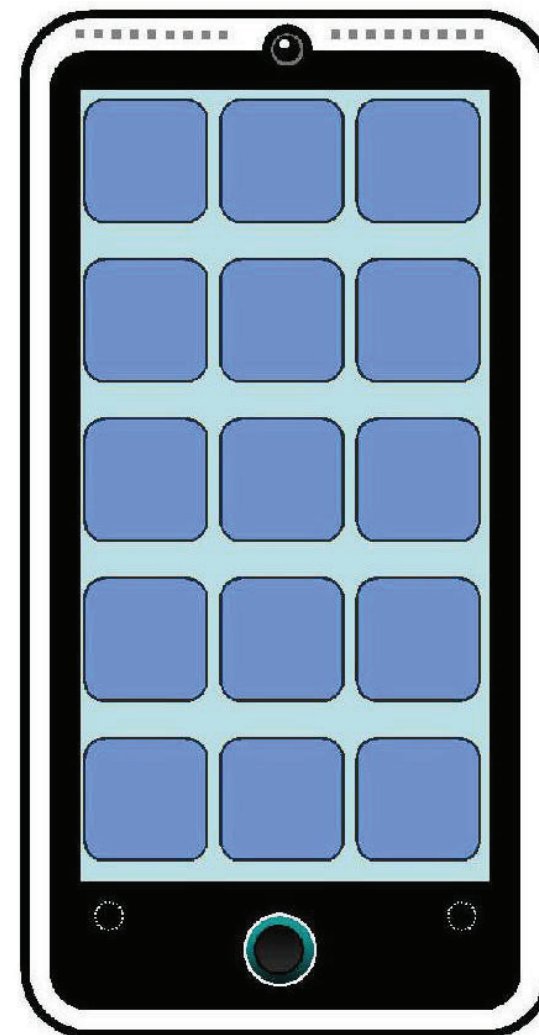
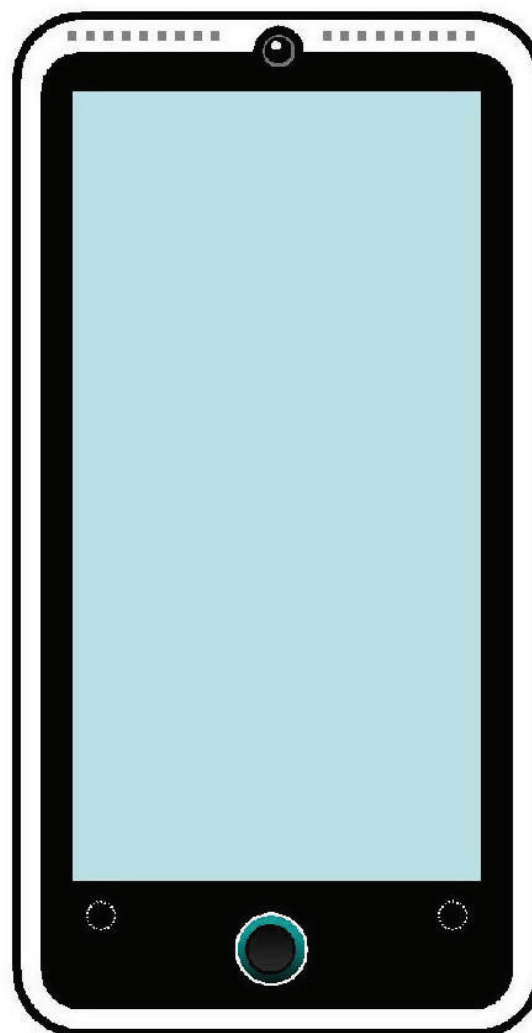
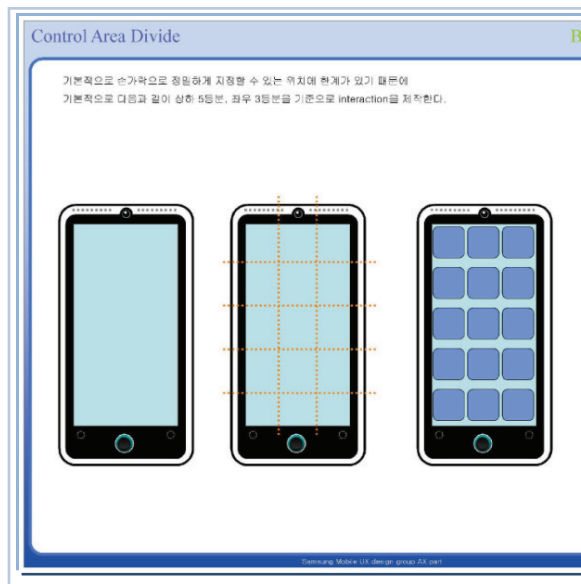


Samsung Mobile UX Group – Report Entitled “IReen Interaction Design” – Sept. 14, 2006 (Exh. 566.014)

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Samsung Designs In Development Before The iPhone

**Samsung Mobile UX Group –
“IReen Interaction Design”**
(Sept. 14, 2006) (Exh. 566.014)



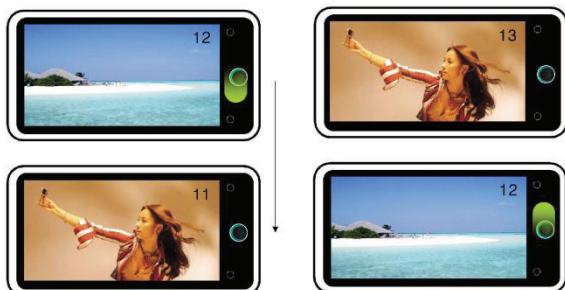
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Samsung Designs In Development Before The iPhone

**Samsung Mobile UX Group –
“IReen Interaction Design”**
(Sept. 14, 2006) (Exh. 566.038)

DMB channel 변경

Application 1



Samsung Mobile UX design group AX 001



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Samsung Designs In Development Before The iPhone



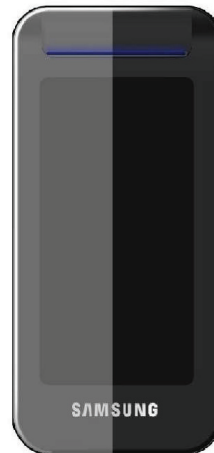
Samsung
"Vessel"



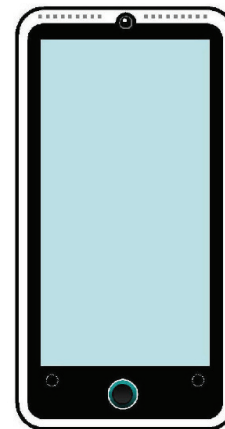
Samsung
"Q-Bowl"



Samsung
"Bowl"



Samsung
"Slide"



Samsung Design
from "IReen" Report



Initial iPhone

2006

2007

“Sony-Style” Designs

Shin Nishibori - Apple Design Inventor



- A.** Well, may I explain how the direction of this process -- rather, may I explain how this idea came out?
- Q.** Please.
- A.** First, Jonathan Ive talked to me. "Well, Shin, I have something to talk to you about." He said, "You can do this as an aside of your job and enjoy - I want you to enjoy doing this. But if Sony were to make an iPhone, what would it be like? Would you make it for me?"

– 5/2/12 Depo. at 22:24-23:12



Exh. 1.43

“Sony-Style” Designs

Shin Nishibori - Apple Design Inventor



- Q.** Do you recognize what these pictures are? ...Please tell us what you recognize them as.
- A.** It is -- these are renderings that I created based on my own thoughts or my understanding of Sony-like designs - Sony's design, based on the request by Jonathan Ive.

– 5/2/12 Depo. at 30:3-12



Exh. 623.001

"Sony-Style" Designs

Date: Wed, 08 Mar 2006 02:46:30 +0000

From: "Richard Howarth" <howarth@apple.com>

To: "Jonathan Ive" <ive@apple.com>

hi Jony,

i'm worried about the extrudo shape we're using for P2 etc. looking at what shin's doing with the sony-style chappy, he's able to achieve a much smaller-looking product with a much nicer shape to have next to your ear and in your pocket. also note that it's only half a step



Exh. 562.001-

003