

Exhibit E

iPhone Media Coverage

The New York Times

Apple Waves Its Wand at the Phone

By David Pogue, January 11, 2007



“As you’d expect of Apple, the iPhone is gorgeous. Its face is shiny black, rimmed by mirror-finish stainless steel.”

“The iPhone’s beauty alone would be enough to prompt certain members of the iPod cult to dig for their credit cards.”

“All of this is cooked up with Apple’s traditional secret sauce of simplicity, intelligence and whimsy. It’s these ingredients, not the features themselves, that inspire such technolust in Applephiles.”

2007 Invention of the Year: iPhone



“... Apple’s iPhone is still the best thing invented this year. Why? Five reasons:

1. **The iPhone is pretty**

“... good design is actually as important as good technology.”

November 12, 2007

iPad Media Coverage

THE WALL STREET JOURNAL.

Apple Takes Big Gamble on New iPad

By Yukari Iwantani Kane, January 25, 2010



“Before a crowded auditorium in San Francisco, Mr. Jobs acknowledged the company faced a high bar. Many past efforts to sell tablets have flopped. But he argued there was room for a new category of devices, especially one that was ‘so much more intimate than a laptop and so much more capable than a smart phone.’”

“The iPad is ‘a breakthrough for a start-up product’”

iPad Media Coverage

THE WALL STREET JOURNAL.

Laptop Killer? Pretty Close

By Walter S. Mossberg, April 1, 2010

Laptop Killer? Pretty Close

iPad Is a 'Game Changer' That Makes Browsing and Video a Pleasure: Challenge to the Mouse

Article

Video

Slideshow

Stock Quotes



When held horizontally, the iPad's virtual keyboard is roomy and easy to use.

For the past week or so, I have been testing a sleek, light, silver-and-black tablet computer called an iPad. After spending hours and hours with it, I believe this new touch-screen device from Apple has the potential to change portable computing profoundly, and to challenge the primacy of the laptop. It could even help, eventually, to propel the finger-driven, multitouch user interface ahead of the mouse-driven interface that has prevailed for decades.

But first, it will have to prove that it really can replace the laptop or netbook for enough common tasks, enough of the time, to make it a viable alternative. And that may not be easy, because previous tablet computers have failed to catch on in the mass market, and the iPad lacks some of the features—such as a physical keyboard, a Webcam, USB ports and multitasking—that most laptop or netbook users have come to expect.

“... I believe this beautiful new touch-screen device from Apple has the potential to change portable computing profoundly”

“... the iPad is an advance in making more-sophisticated computing possible via a simple touch interface on a slender, light device.”




iPad Media Coverage




Verdict Is in on Apple iPad: It's a Winner

By Edward C. Baig, April 2, 2010

Updated 4/2/2010 1:40 AM | Comment | Recommend



Personal Tech
Edward C. Baig



Enlarge

The new iPad from Apple may finally spark widespread consumer interest in tablet computing.

COMPLETE COVERAGE

- It's an app world, and it could swallow all computing
- App developers gear up for iPad
- Brightcove adds HTML5 for Apple iPad video
- Flash contends with exclusion from iPhone, iPad, Touch
- Apple to charge \$107 for iPad battery replacement
- Is Apple's "recyclable" iPad really green? Do you care?

More

THE BOTTOM LINE

Verdict Is in on Apple iPad: It's a winner
By Edward C. Baig, USA TODAY

Months of speculation, feverish lust, an überhyped prize that could disrupt the status quo of computing. You wouldn't be the first person to compare the run-up to Saturday's arrival of the iPad to the prelaunch mania that surrounded the iPhone. Apple's freshly conceived slate-style computer promises to influence the media, mobile entertainment and publishing industries the way its close cousin the iPhone has affected wireless.

The first iPad is a winner. It stacks up as a formidable electronic-reader rival for Amazon's Kindle. It gives portable game machines from Nintendo and Sony a run for their money. Very least, the iPad will likely drum up mass-market interest in tablet computing in ways that longtime tablet visionary and Microsoft co-founder Bill Gates could only dream of.

IPAD QUESTIONS: USA TODAY answers your iPad questions. TV: Watch Baig on ABC's 'America This Morning' Fridays 4:30 a.m. ET or check local listings.

For more than a decade, nobody, not even a deep-pocketed company like Microsoft, has successfully cracked the tablet market. Apple, based on my tests over several days, is likely to be the first. Back in 2001, Gates predicted tablets would be the most popular form of PCs sold in America within five years. That obviously didn't come to pass. Apple's roots with the form of computing date at least to its ill-fated Newton, an 1990s personal digital assistant pushed by then-CEO Steve Jobs and later killed by Steve Jobs.

These days, several large computing companies have shown off or announced some sort of slate-type computer. Intel, Dell, Hewlett-Packard and Lenovo. Netbook pioneer Asus. But Apple's new tablet will do the most to spawn renewed interest in the category and could tap into markets as varied as medical education. This week, Pennsylvania's Seton Hill University announced plans to give every full-time student this fall a iPad. Piper Jaffray analyst Gene Munster expects 27 million iPads to be sold in 2010 and 8 million next year. Endpoint Technologies analyst Roger Kay ups the sum to about 4 million units the first year.

"Months of speculation, feverish lust, an überhyped prize that could disrupt the status quo of computing. You wouldn't be the first person to compare the run-up to Saturday's arrival of the iPad to the prelaunch mania that surrounded the iPhone."

"The first iPad is a winner."

"Apple's tablet is fun, simple, stunning to look at and blazingly fast."

iPhone Images



iPhone



iPhone 3G



iPhone 3GS



iPhone 4

iPad Images



iPad



iPad 2

iPhone Buyer Survey: Attractive Appearance & Design

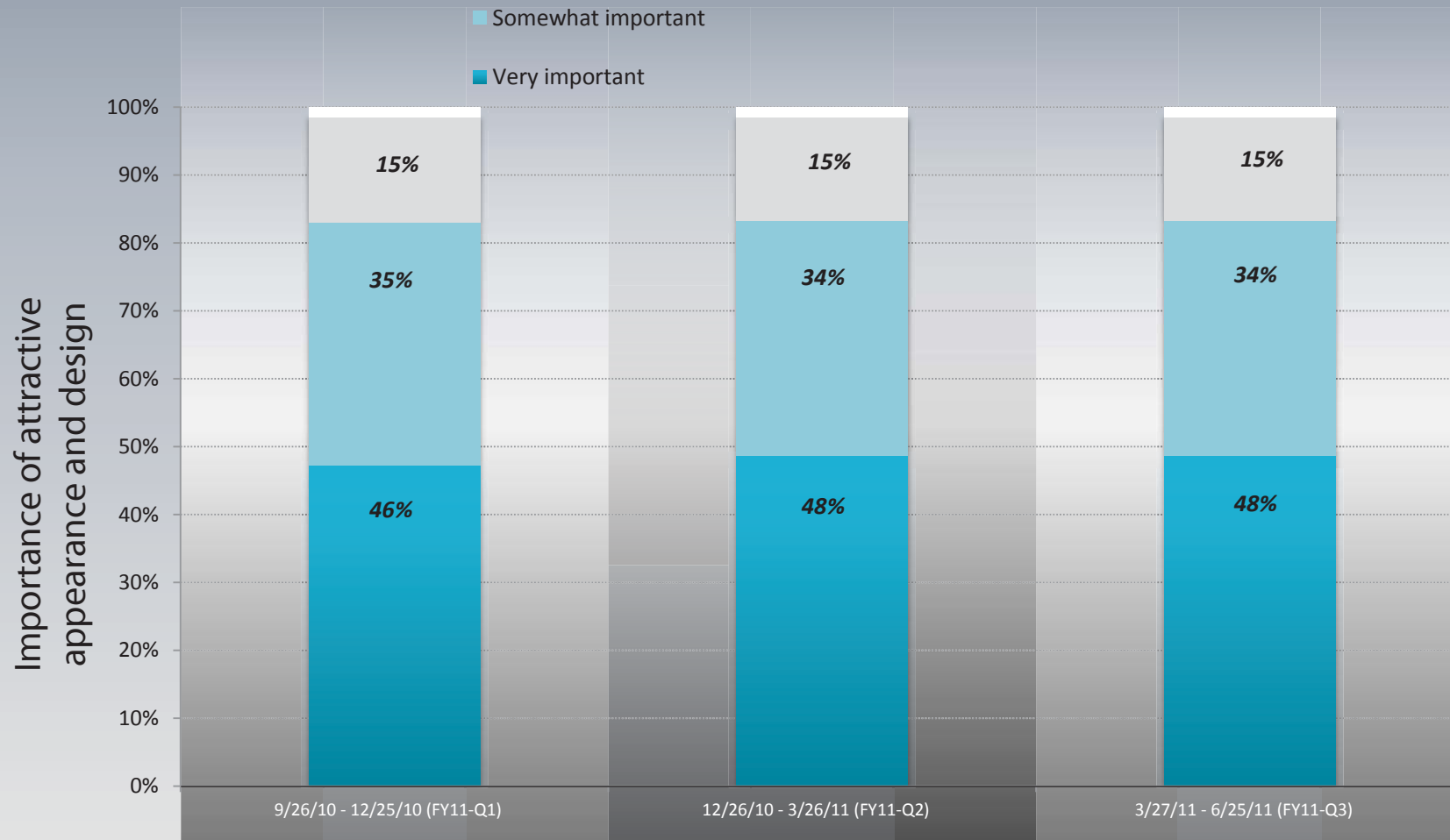
How important were each of the following features or attributes in your decision to purchase the iPhone (3GS/4)?

■ Don't know/Very Unimportant/Somewhat Unimportant - less than 5%

■ Neither important nor unimportant

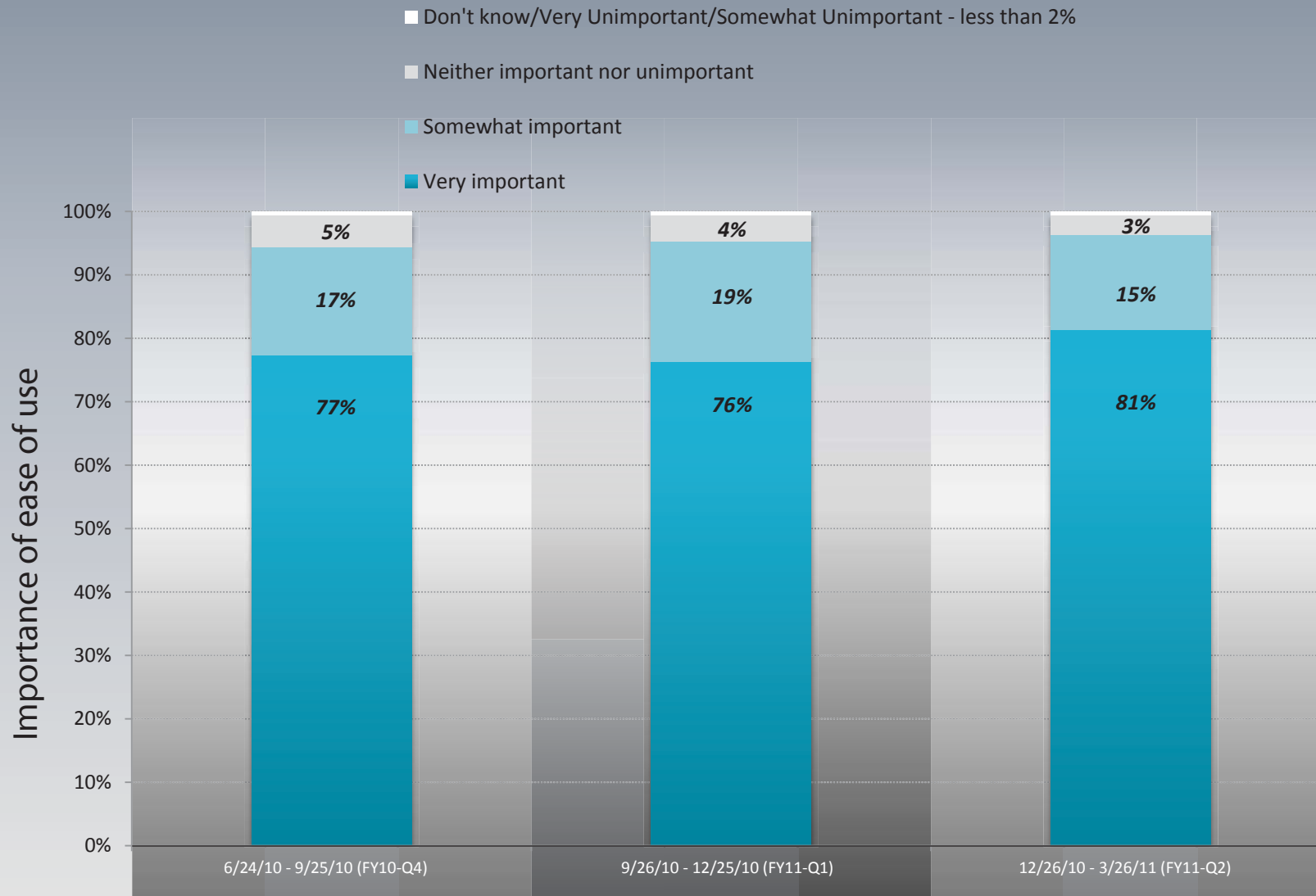
■ Somewhat important

■ Very important



iPhone Buyer Survey: Ease of Use

How important were each of the following features or attributes in your decision to purchase the iPhone (3GS/4)?



Similar Channels of Trade for Apple & Samsung

Apple Sales Channels



Samsung Sales Channels



iPhone Media Coverage

The New York Times

Patent Office Highlights Jobs's Innovations

By Brian X. Chen, November 23, 2011



“The United States Patent and Trademark Office in Alexandria, Va., recently unveiled an exhibit of 30 giant iPhone-like models honoring the inventions of the late Steve Jobs. Each iPhone model displays patents that list Mr. Jobs as inventor or co-inventor. Altogether about 300 patents are on display, giving exhibit attendees a visual tour through Apple’s history of design and innovation.”

iPhone 3GS



Continuum



iPhone 3GS



Infuse 4G

