

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

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

SAMNDCA00321382

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



MPCP PROJECT 2006



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

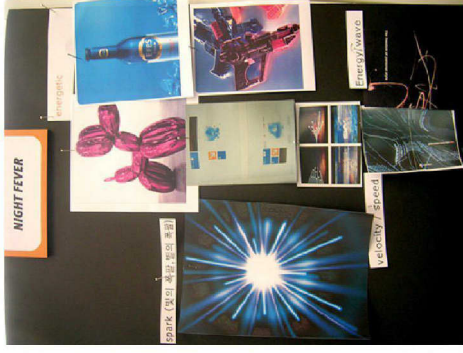
FUTURE FLASH



WHISPERING BREEZE







NIGHT FEVER



하늘에서 내리는 일억 개의 별



CONTENTS

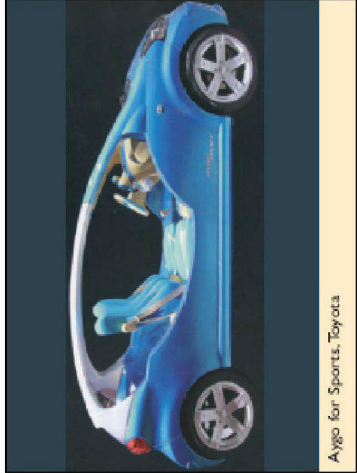
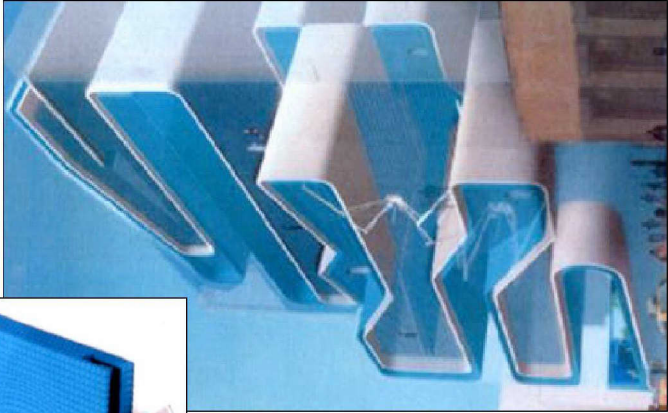
-  OLYMPIC BLUE
-  UNIVERSAL BLUE
-  ENERGETIC FEVER
-  SAPPHIRE



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)



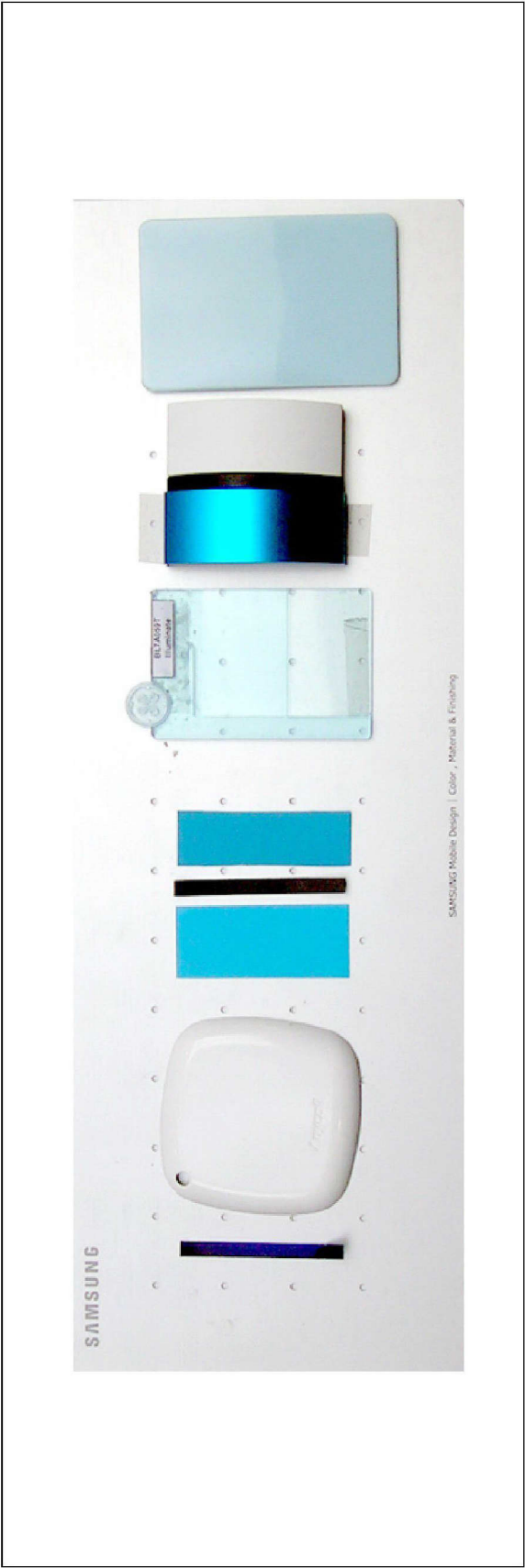
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C.M.F

OLYMPIC BLUE

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



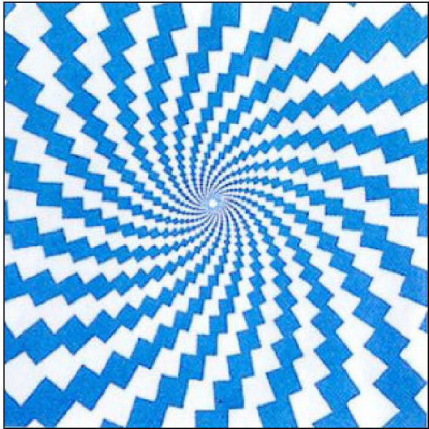
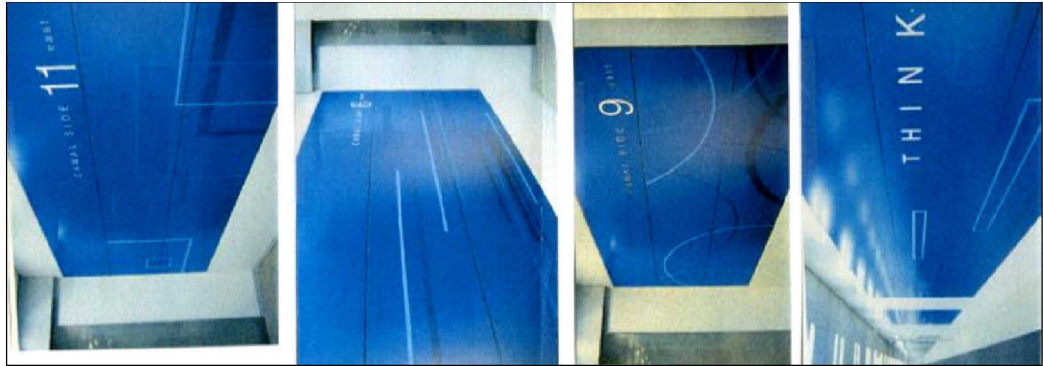
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OLYMPIC BLUE

GUI

Vector image, Straight line
Bright Sky blue tone



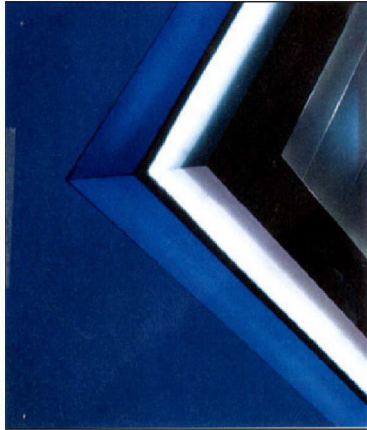
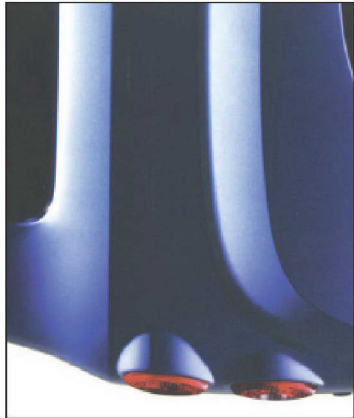
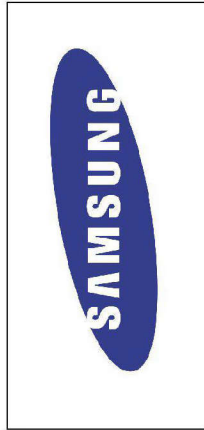
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UNIVERSAL BLUE _ TOTAL BLUE

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



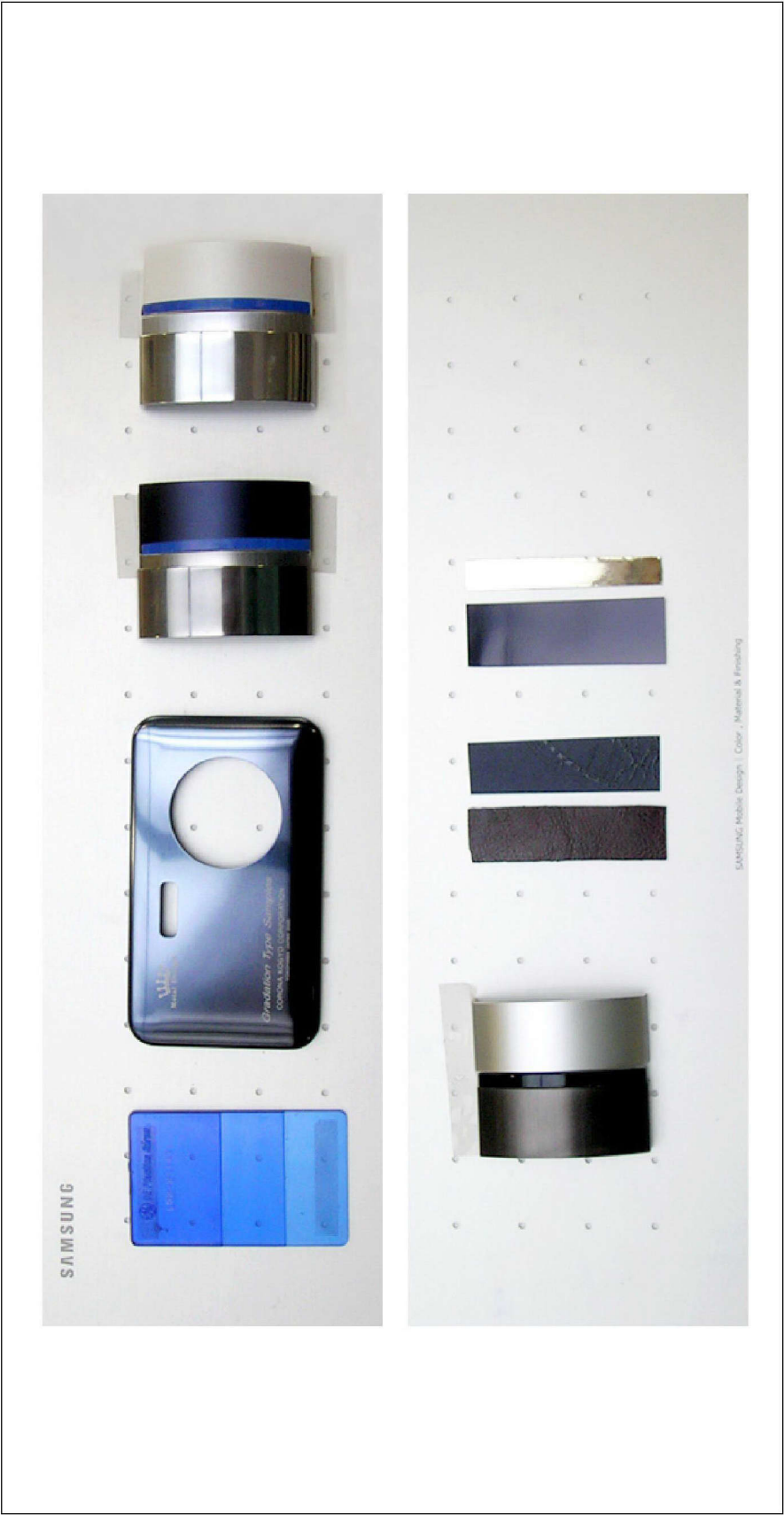
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SAMSUNG

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



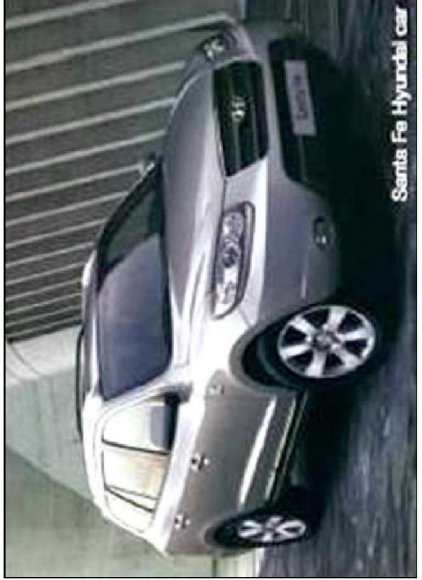
MPCP PROJECT 2006



UNIVERSAL BLUE _ BLUEISH SILVER

PRODUCT

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



MPCP PROJECT 2006

SAMSUNG

UNIVERSAL BLUE _ BLUEISH SILVER

PRODUCT

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



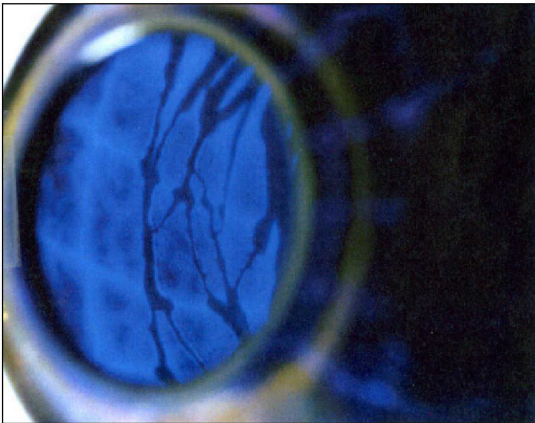
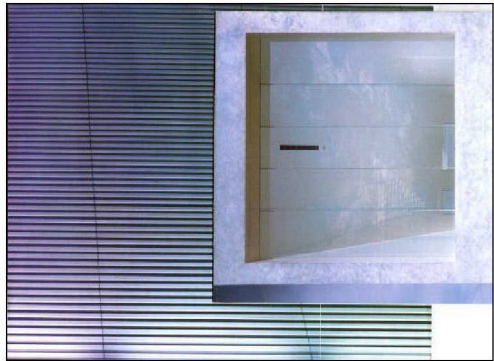
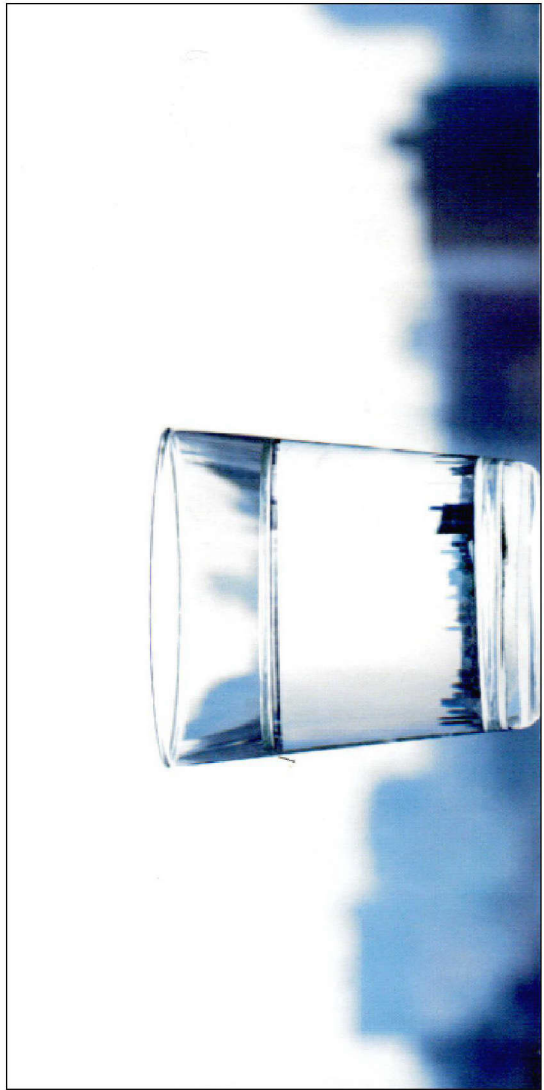
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UNIVERSAL BLUE

GUI

Captures the sky.
Vertical line.



The space was filled with transparent glass and transformed into a gigantic lens.

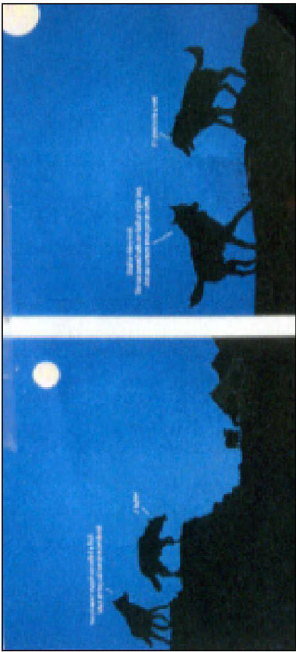
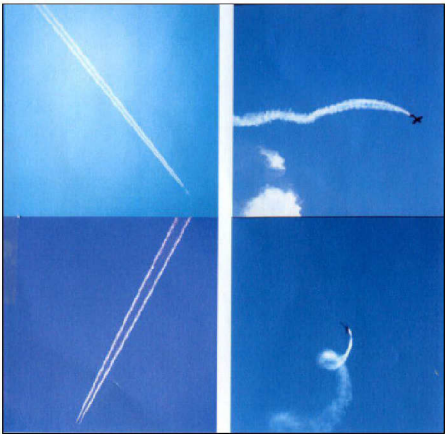
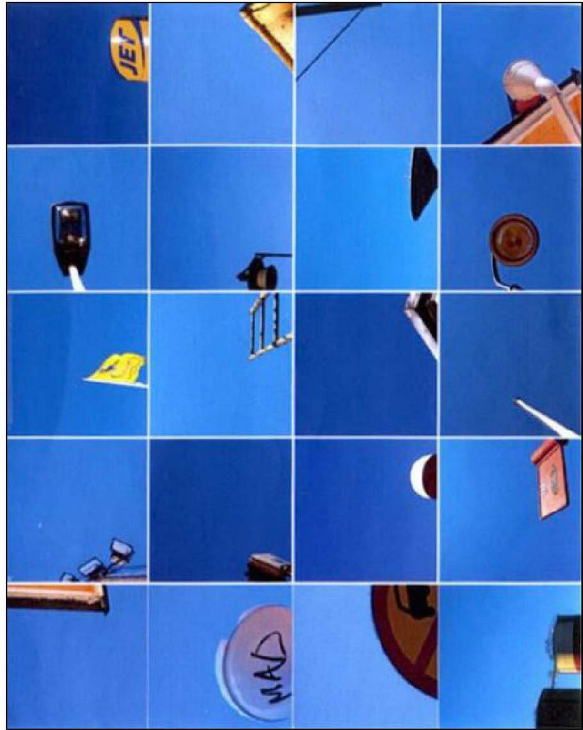
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UNIVERSAL BLUE

GUI

Shadow plays.
Simple and comfortable atmosphere.



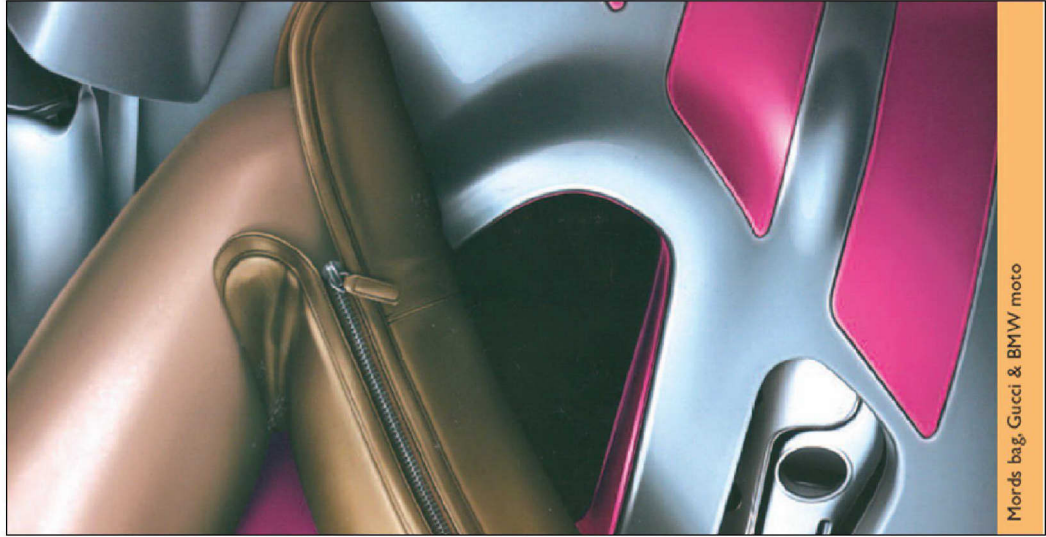
MPCP PROJECT 2006

SAMSUNG

ENERGETIC FEVER

PRODUCT

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



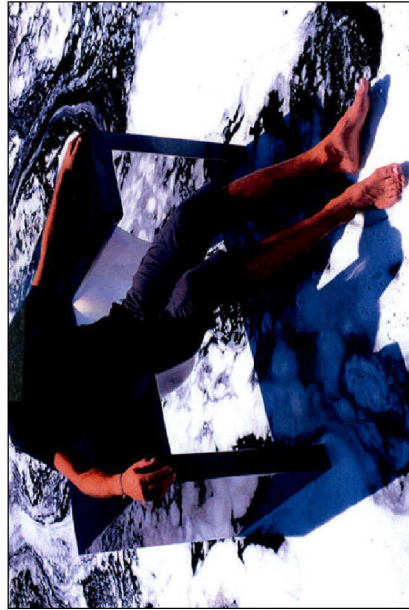
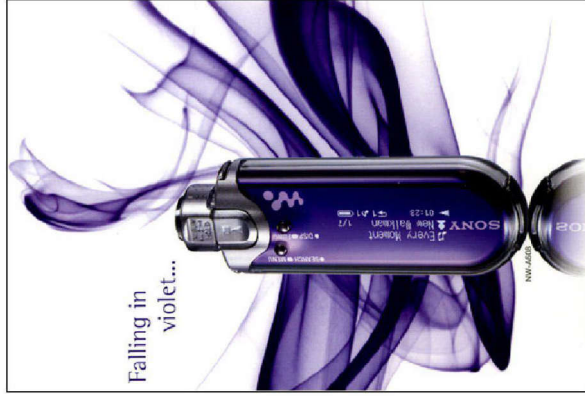
MPCP PROJECT 2006

SAMSUNG

ENERGETIC FEVER

PRODUCT

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



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ENERGETIC FEVER

C.M.F

Black, dark silver + 정광 electric blue



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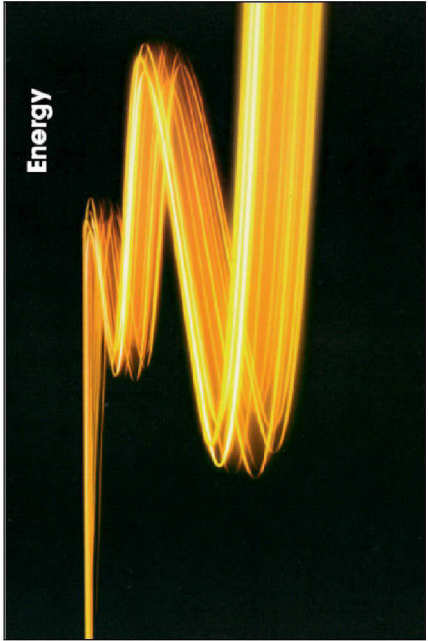
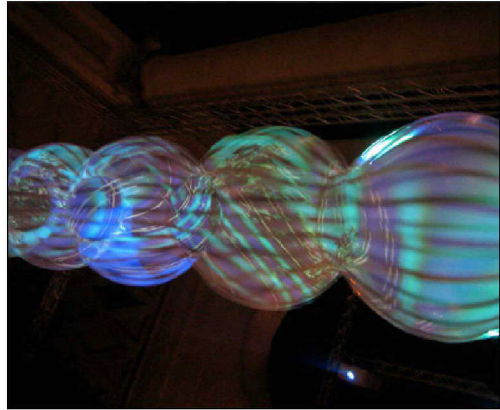
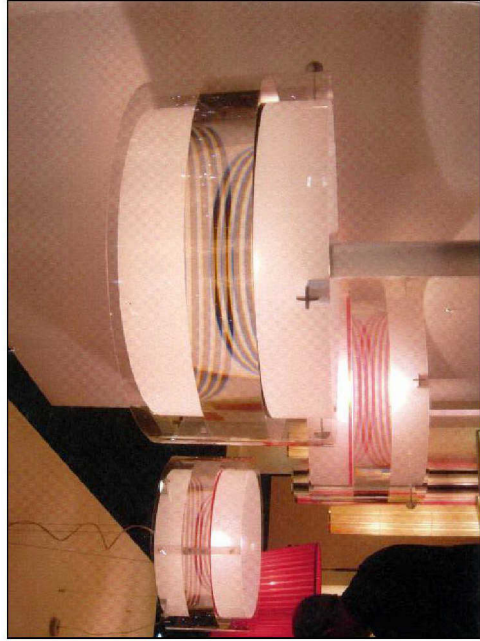
ENERGETIC FEVER

GUI

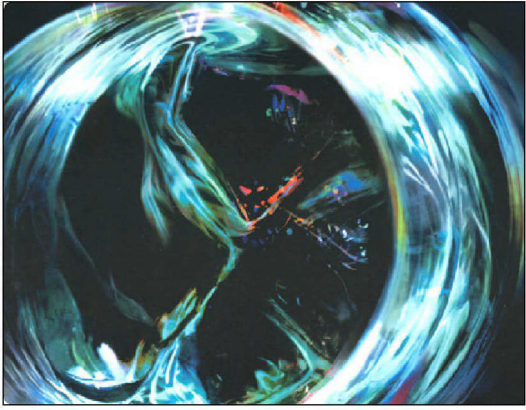
Vibration, Wave
Spectral, Whirling motif



Muddled colors
Colorist
vibrations



Energy



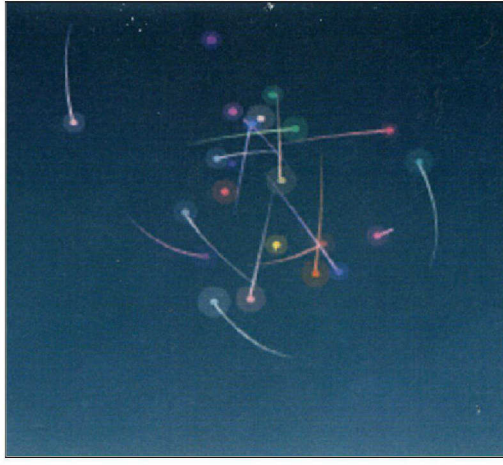
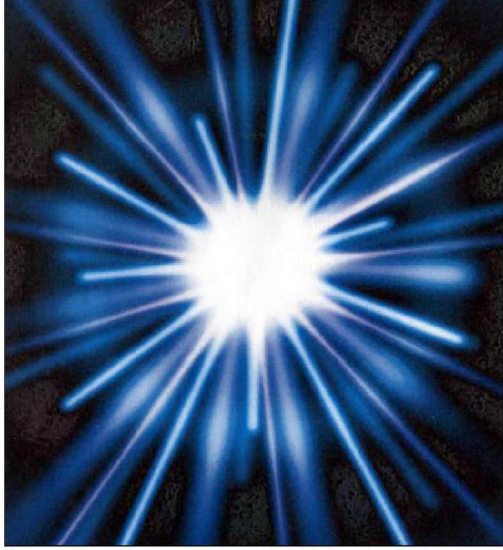
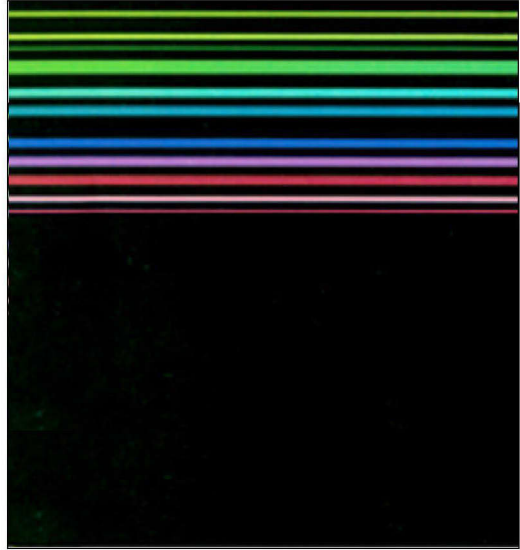
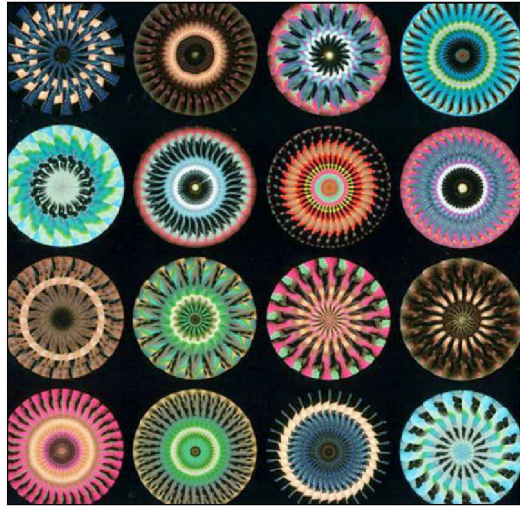
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SAMSUNG

ENERGETIC FEVER

GUI

Fireworks, Rainbow effects
magnificent, Free movement



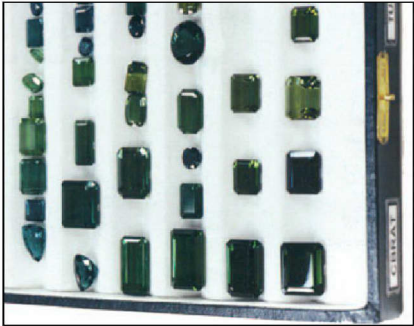
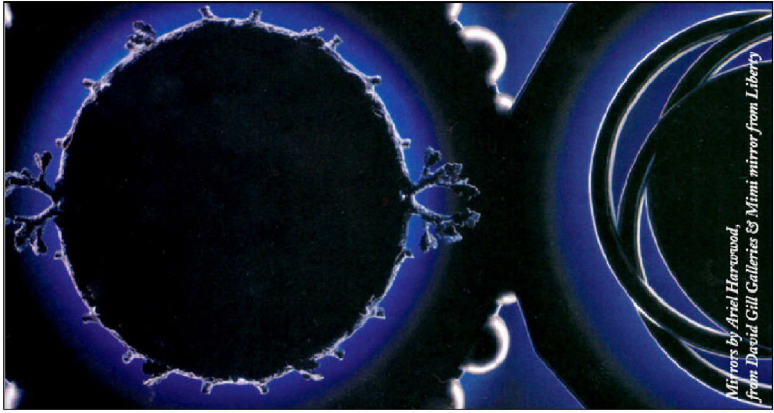
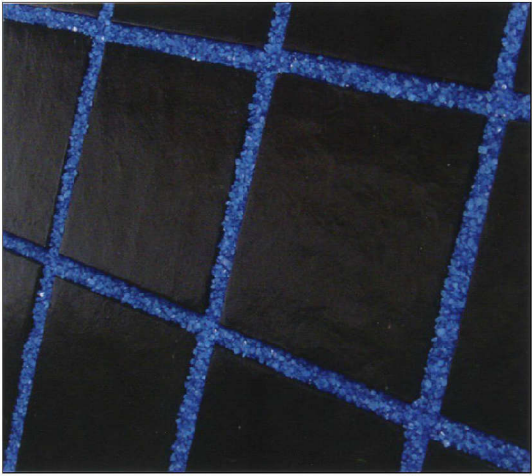
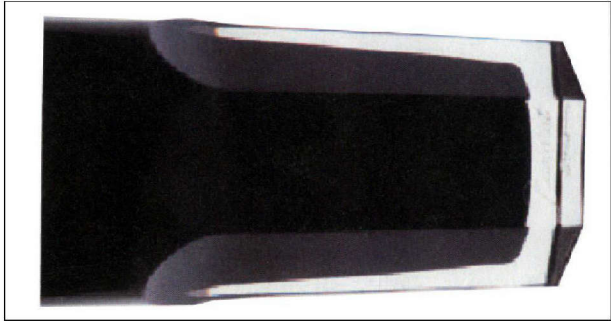
MPCP PROJECT 2006



SAPPHIRE

PRODUCT

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



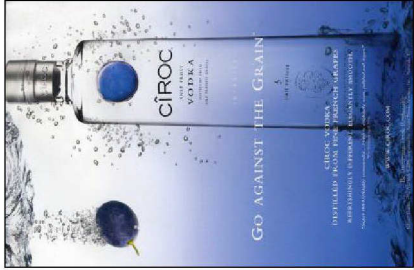
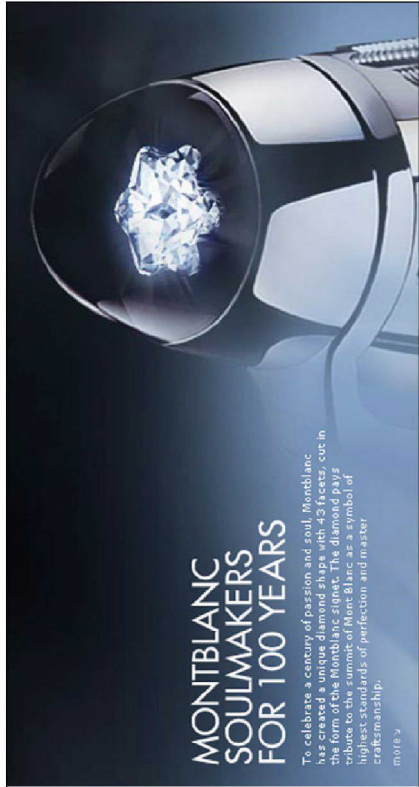
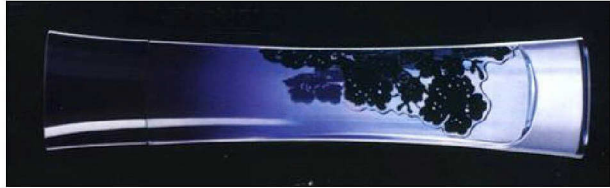
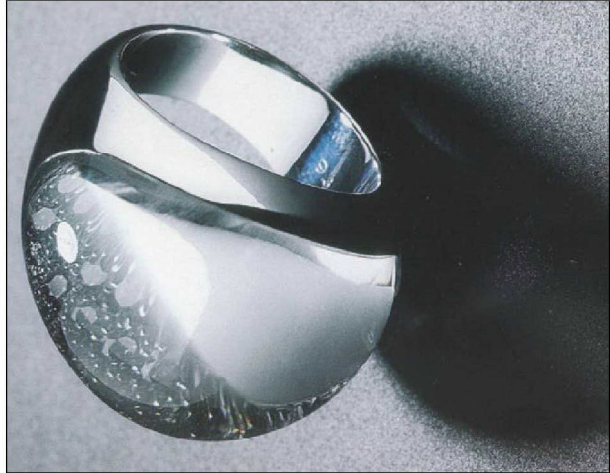
MPCP PROJECT 2006



SAPPHIRE

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Luxurious, Precious, Mysterious image, Wow effect (lighting)
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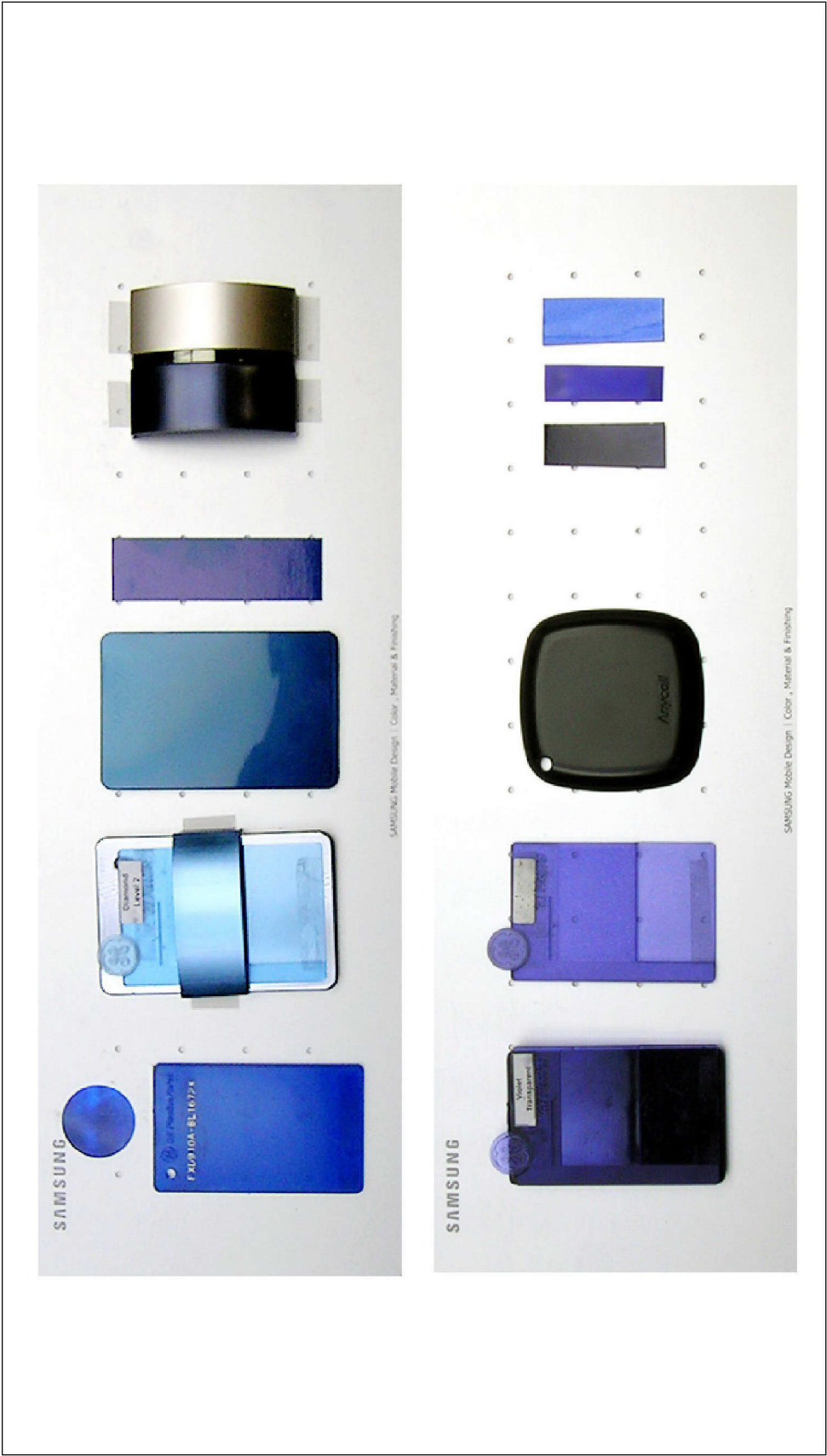
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SAPPHIRE

C.M.F

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



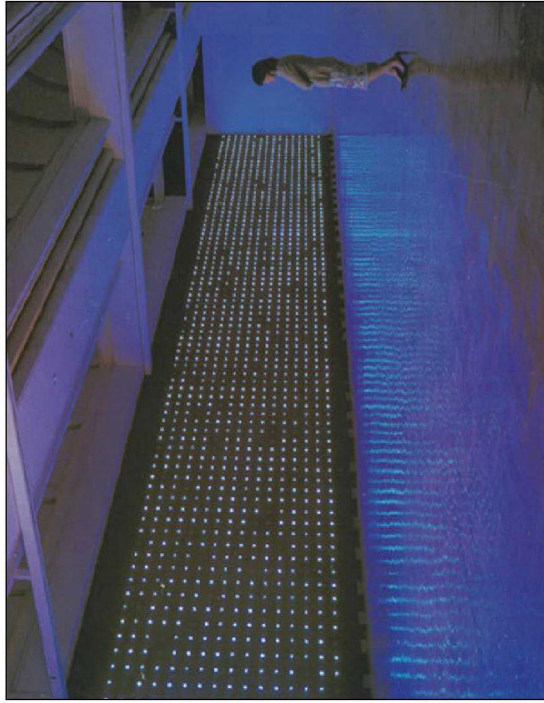
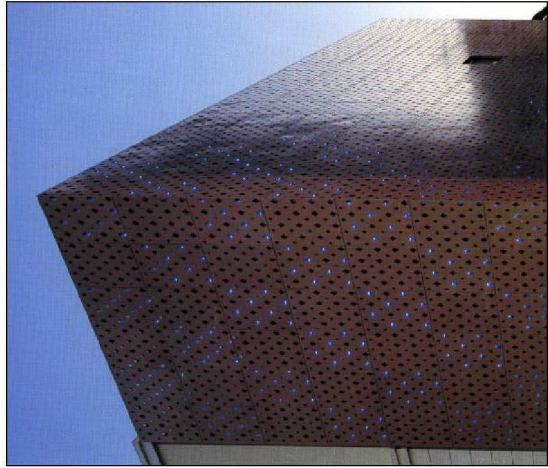
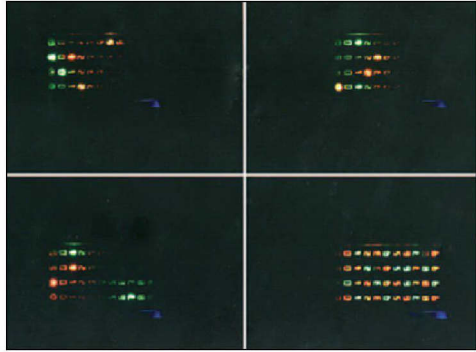
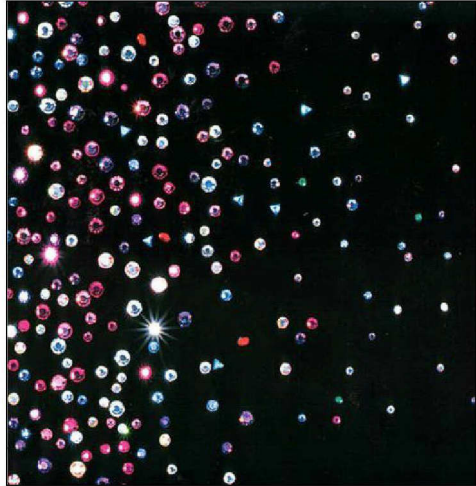
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SAPPHIRE

GUI

Jewelry, starry night, milky way
Lighting effect, dimness
제품과 GUI의 emotional interaction - lighting



MPCP PROJECT 2006



SAPPHIRE

C.M.F

빛이 감도는 이종사출 (sparkle translucent white resin + white) + Purple blue/Dark blue
Woman target



MPCP PROJECT 2006



PRODUCT COLOR SCENARIO

SLIDE (4 models)

FRAMER

VESSEL

BOWL

WRAP



Q_ SLIDE (1model)

Q Bowl



COMPONENT LAYOUT

MPCP PROJECT 2006



FRAMER

47*104*14 _ 2.57 Inch LCD

SAPPHIRE + UNIVERSAL BLUE



MPCP PROJECT 2006



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



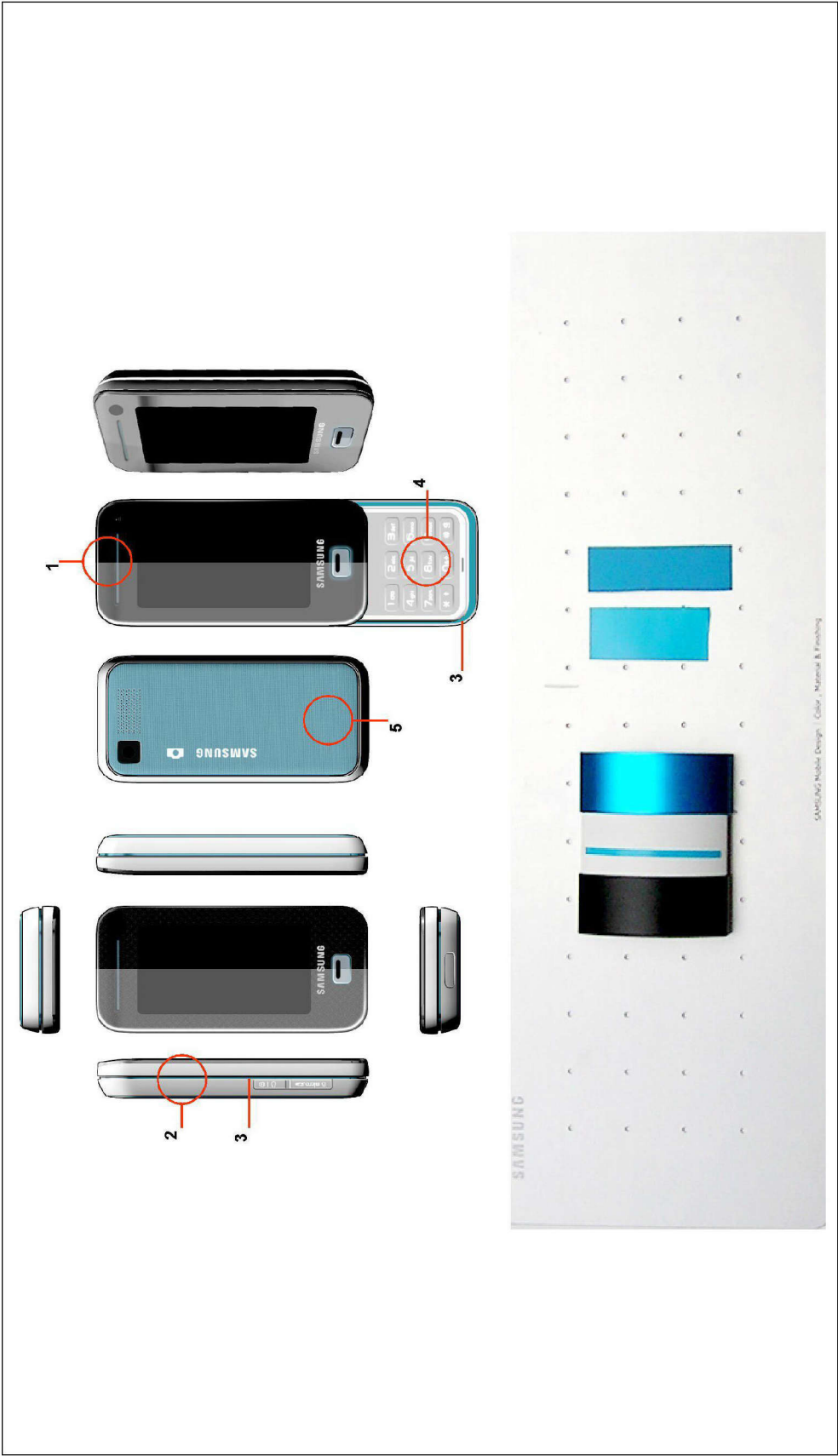
MPCP PROJECT 2006



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)



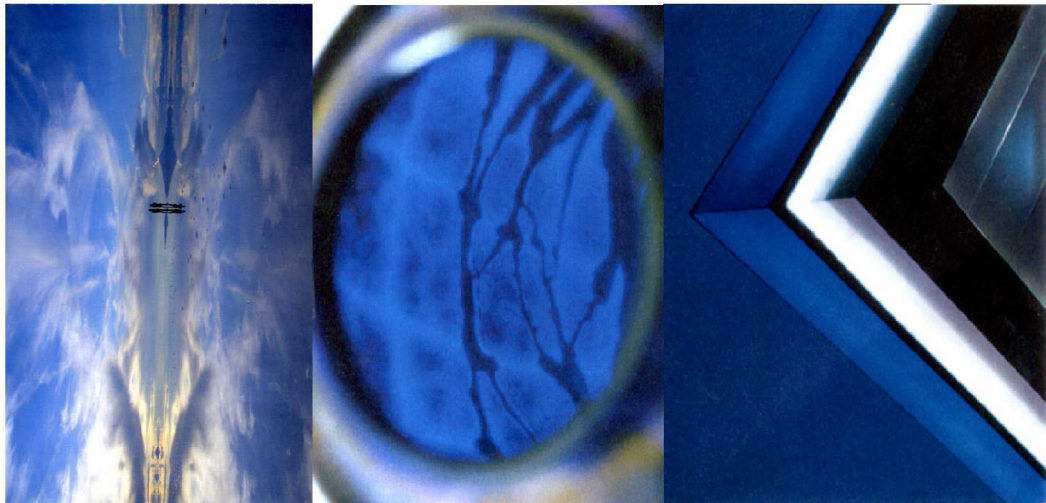
MPCP PROJECT 2006



BOWL

46*98*14.5 _ 2.79 Inch LCD

UNIVERSAL BLUE ENERGETIC
FEVER



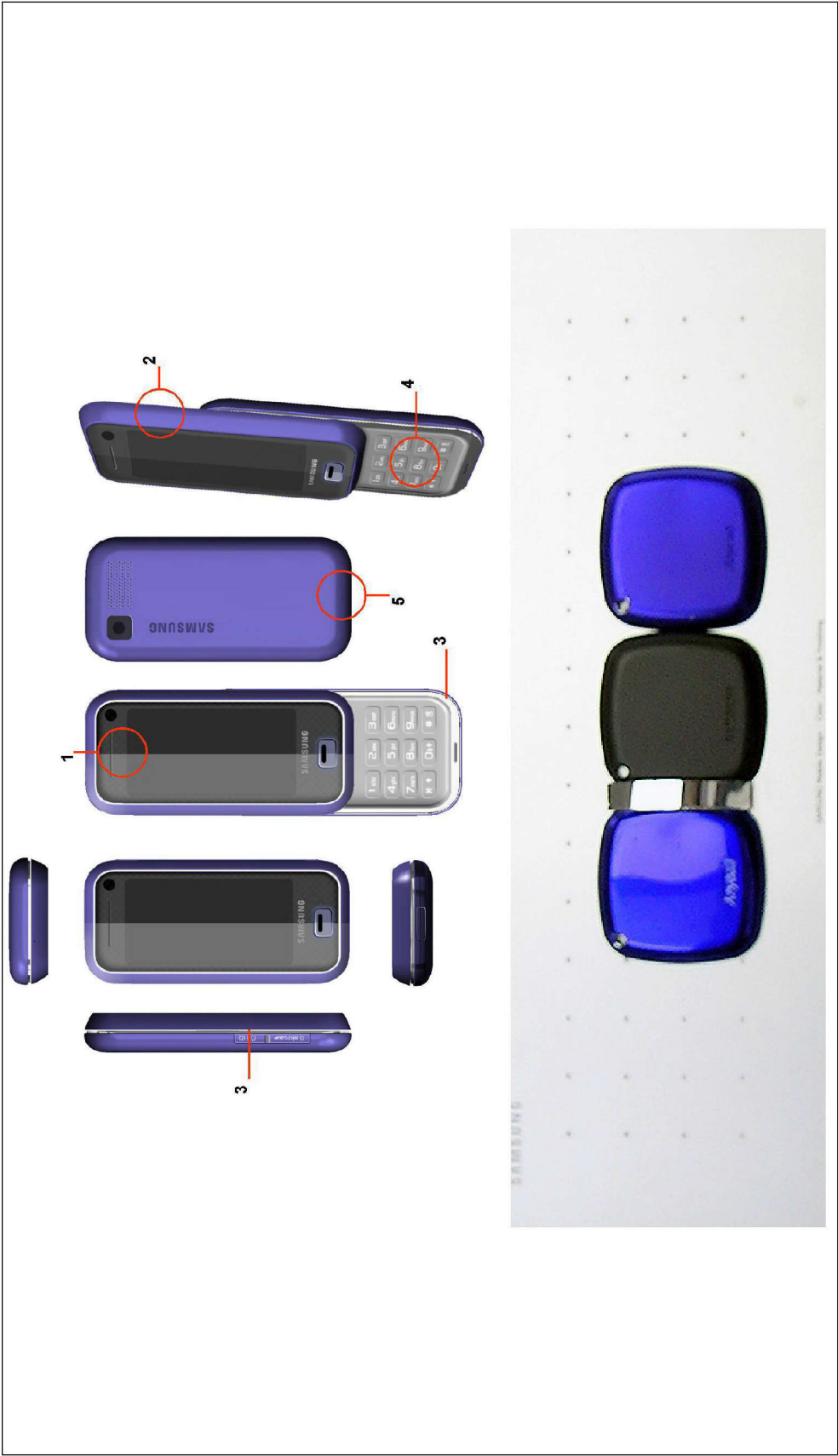
MPCP PROJECT 2006



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



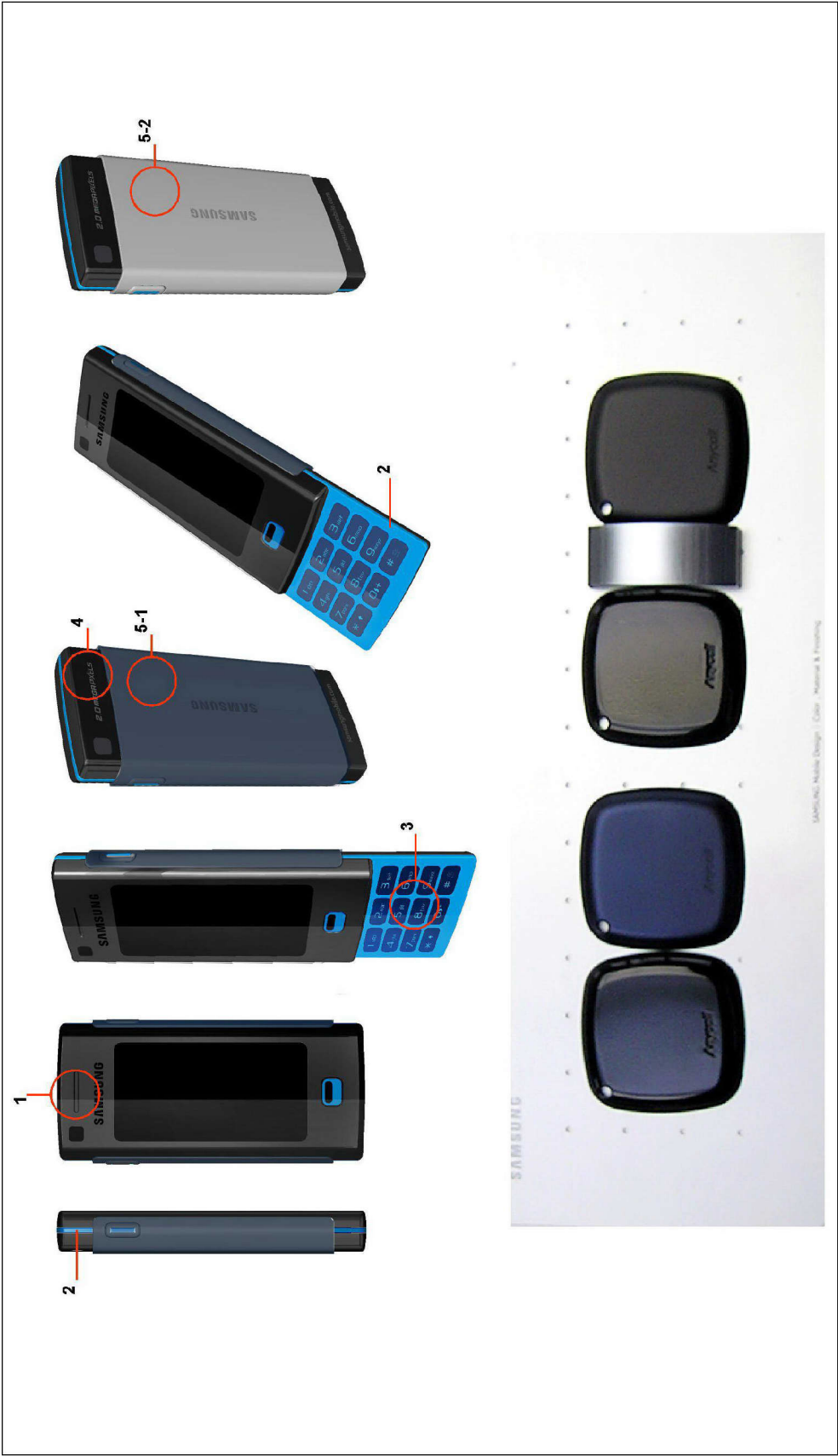
MPCP PROJECT 2006



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



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WRAP

46.5*100*14 _ 2.57 Inch LCD

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

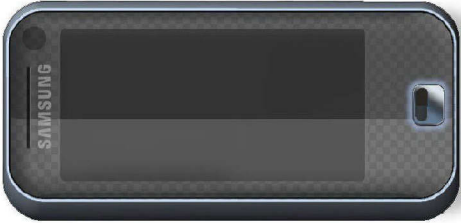


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Q BOWL

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/



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FINAL PRODUCT COLOR

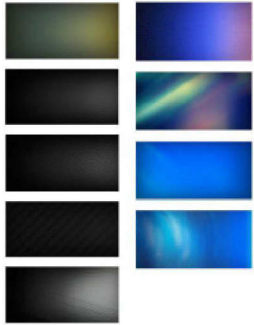
FRAMER	
BOWL	
VESSEL	
WRAP	
Q BOWL	

MPCP PROJECT 2006



FRAMER

47*104*14 _ 2.57 Inch LCD



MPCP PROJECT 2006



VESSEL

46*99*14.5 _ 2.79 Inch LCD

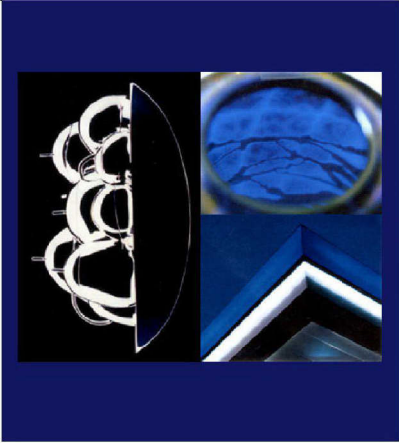


MPCP PROJECT 2006



BOWL

46*98*14.5 _ 2.79 Inch LCD

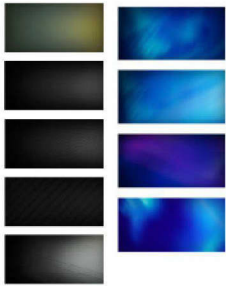
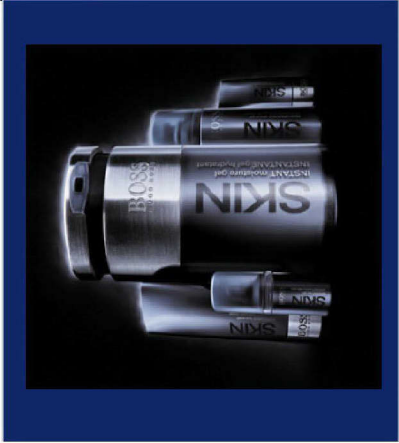


MPCP PROJECT 2006



Q BOWL

46.2*92.27*14.8 _ 2.79 inch LCD



MPCP PROJECT 2006





MPCP PROJECT 2006



HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

SAMNDCA00321427