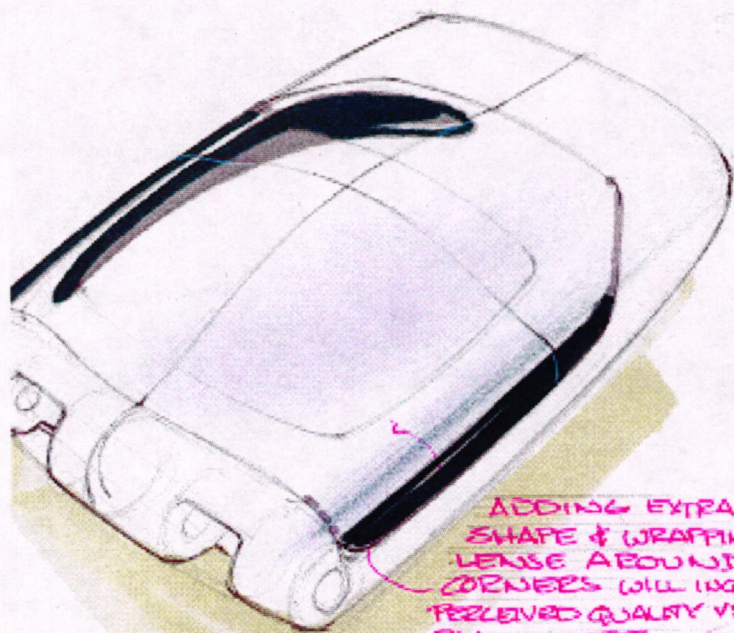
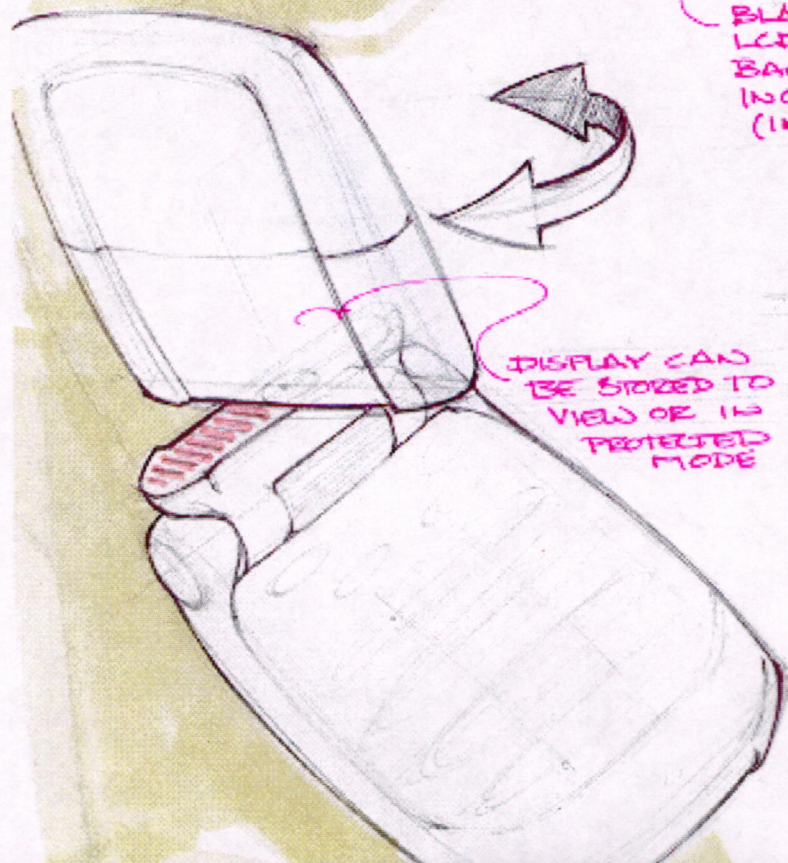


POTENTIAL DIFFERENTIATORS:



ADDING EXTRA SHAPE & WRAPPING LENSE AROUND CORNERS WILL INCREASE PERCEIVED QUALITY VS. FLAT INSERT.

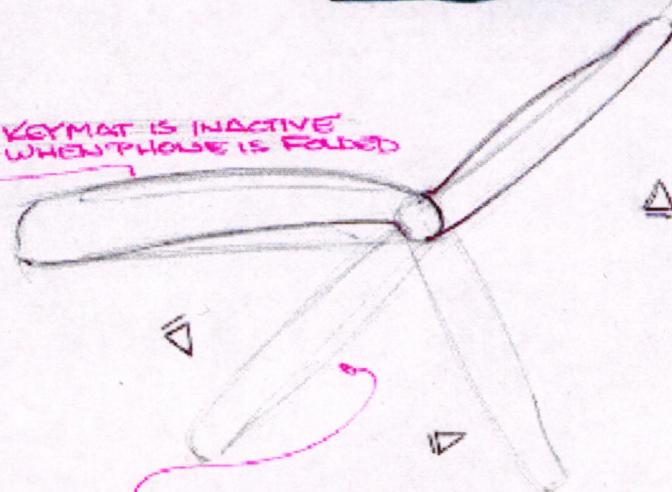
BLACK BACKGROUND LCD WITH BRIGHT BACKLIGHTING COULD INCREASE SHELF APPEAL (THE LEXUS I.P.)



DISPLAY CAN BE STORED TO VIEW OR IN PROTECTED MODE



KEYMAT IS INACTIVE WHEN PHONE IS FOLDED



DISPLAY IS VIEWED WHEN STORED

GRAPHIC INTERFACE

- JEWELRY LIKE LENS SHOWING LOTS OF SHAPE.
- BLACK LCD WITH BRIGHT WHITE OR COLORED BACK LIGHT CHARACTERS.
- ABILITY TO VIEW SCREEN IN CLOSE POSITION.

KEYMAT:

- HARD BUTTON CAP
- DIFFERENT MATERIAL & SURFACE TEXTURE

HINGE:

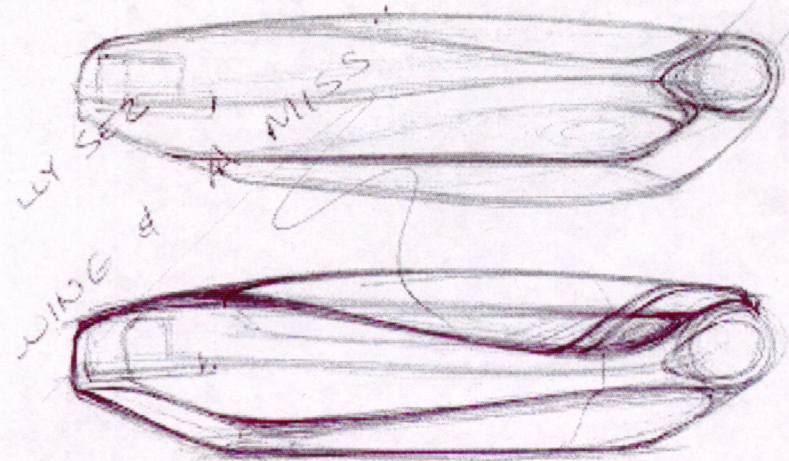
- USE HINGE AS FUNCTIONAL ELEMENT I.E. SLIDE BUTTON OR SLIDE ANTENNA.
- UNIQUE STYLE
- TCHY END CAP

STYLE

- SHELF PRESENTATION
- DETAILING

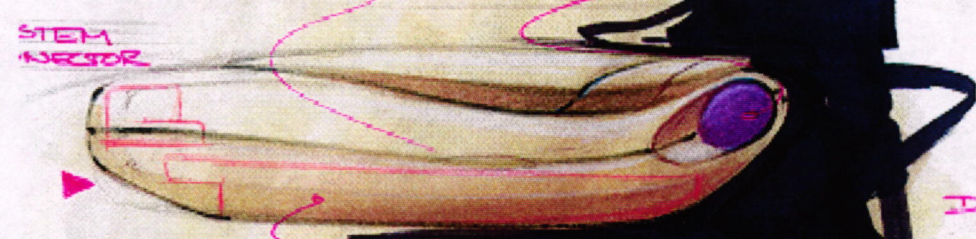
FEATURES

- ECI BATTERY
- PERFORMANCE
- PERSONALIZATION
 - IMD
 - COLOR/GRAPHICS



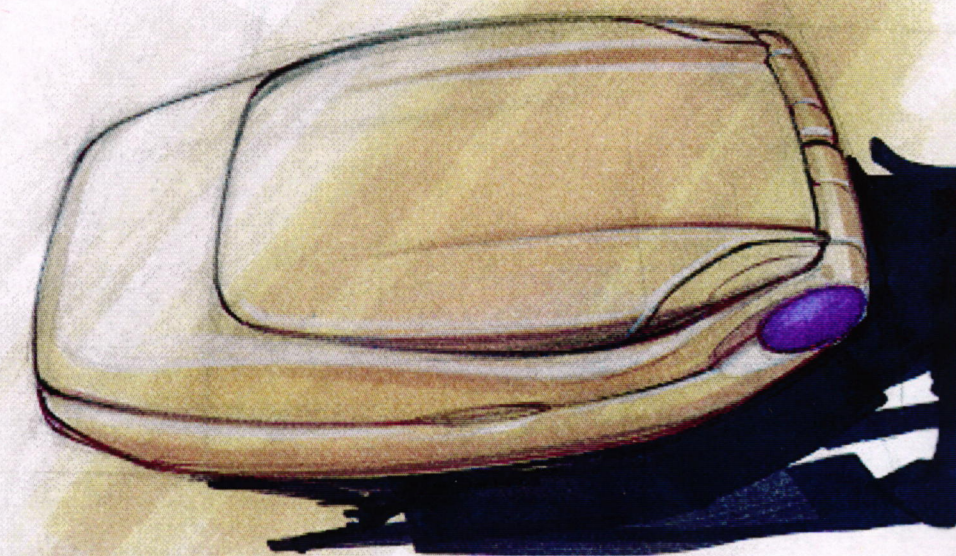
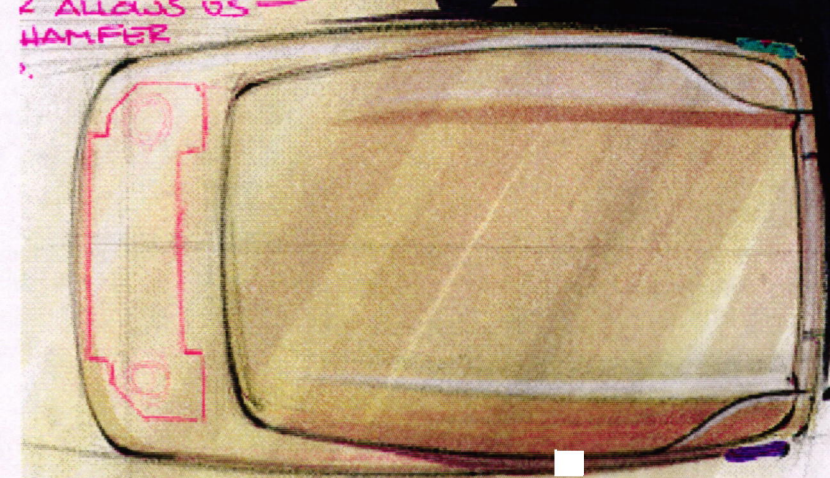
WING & MISS

SANDWICHED CRIPPY THING LATCH RELEASE



STEM VECTOR

26 BATTERY & ALLOYS VS HAMFER



DALE FEYE © NOKIA
1996

FISH/BUSH
ANTENNA

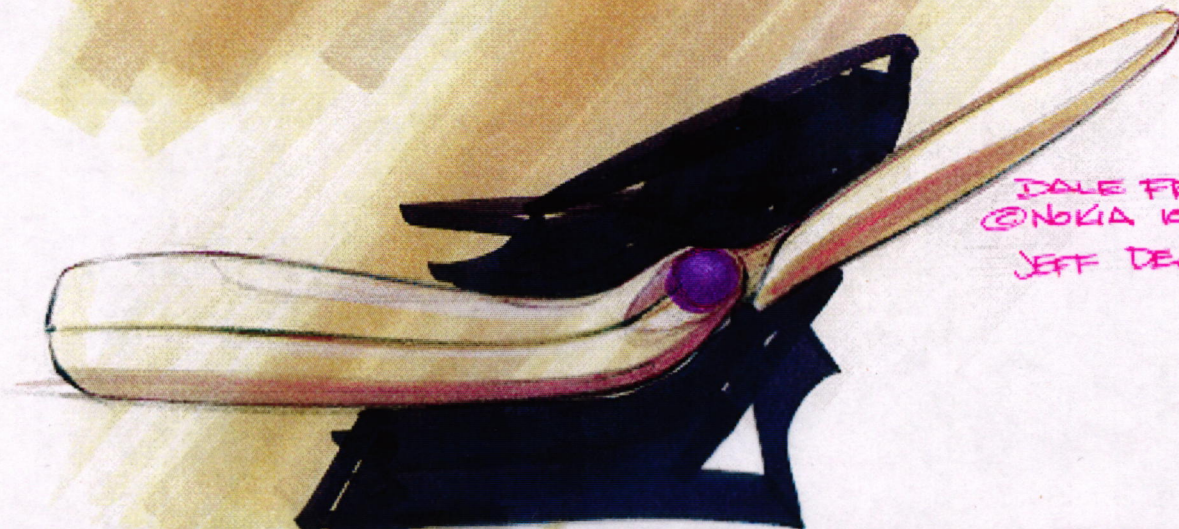
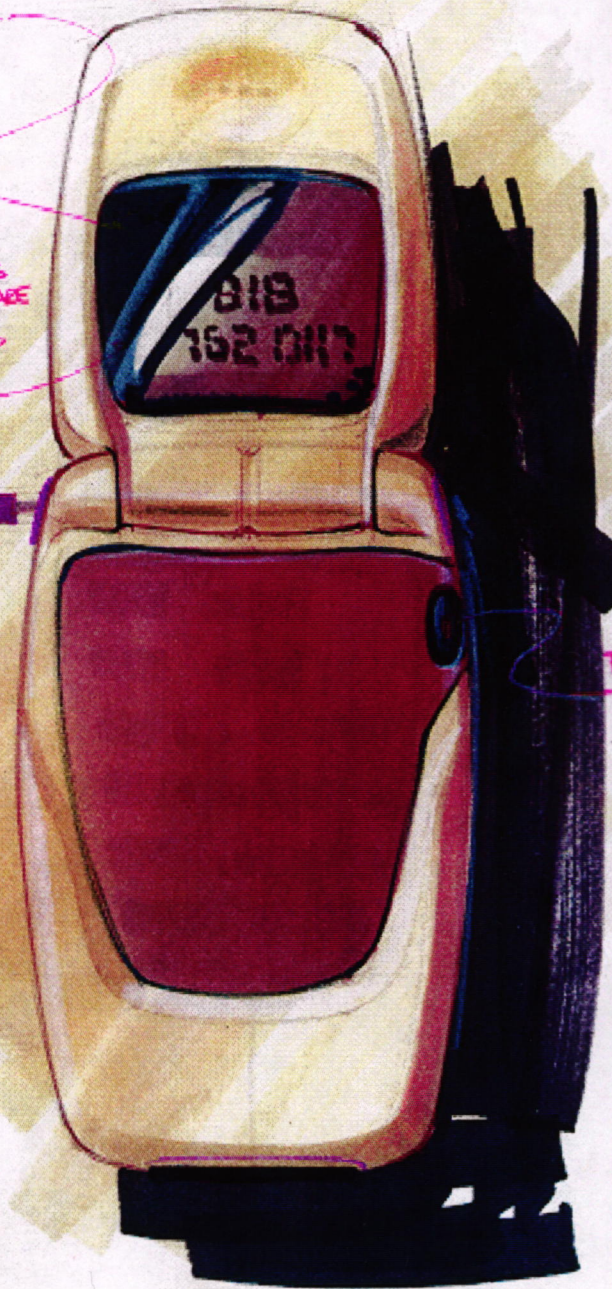
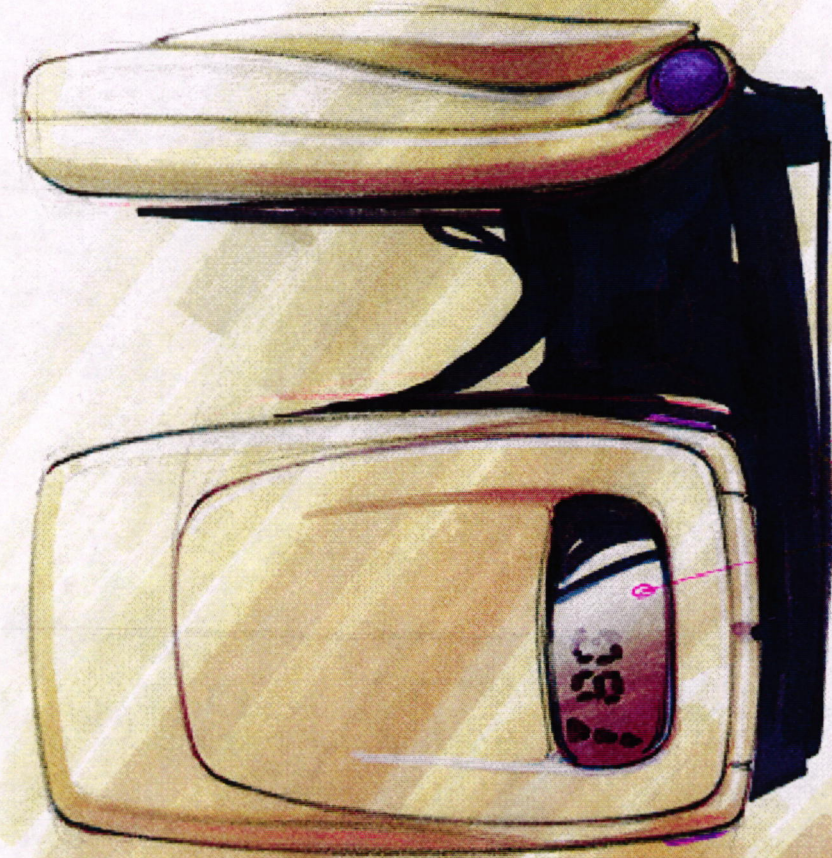
UPBOARD
PLASTIC

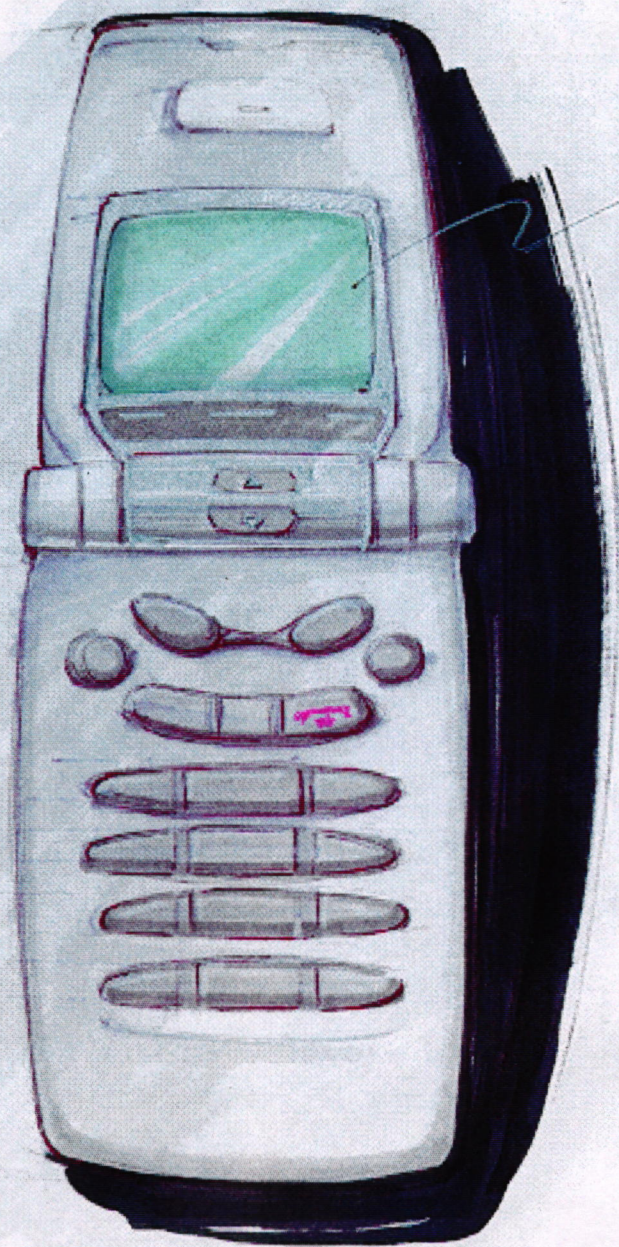
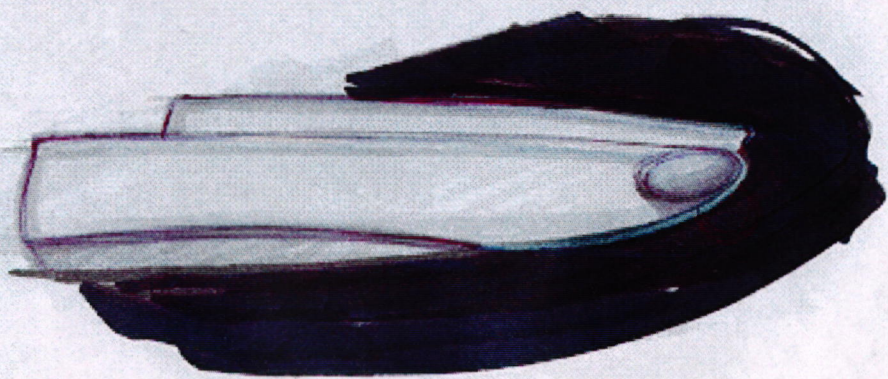
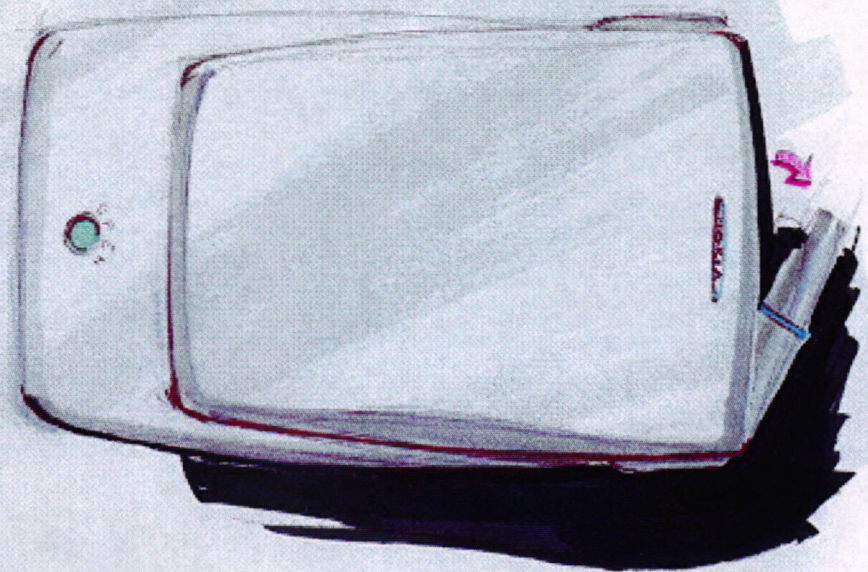
DISPLAY WOULD
BE EDGE LIT.

CLEAR BACKGROUND
DISPLAY COULD BE
SEEN FROM BOTH SIDES
OF FLIP COVER. SOFTWARE
WOULD REVERSE TYPE
WHEN CLOSED

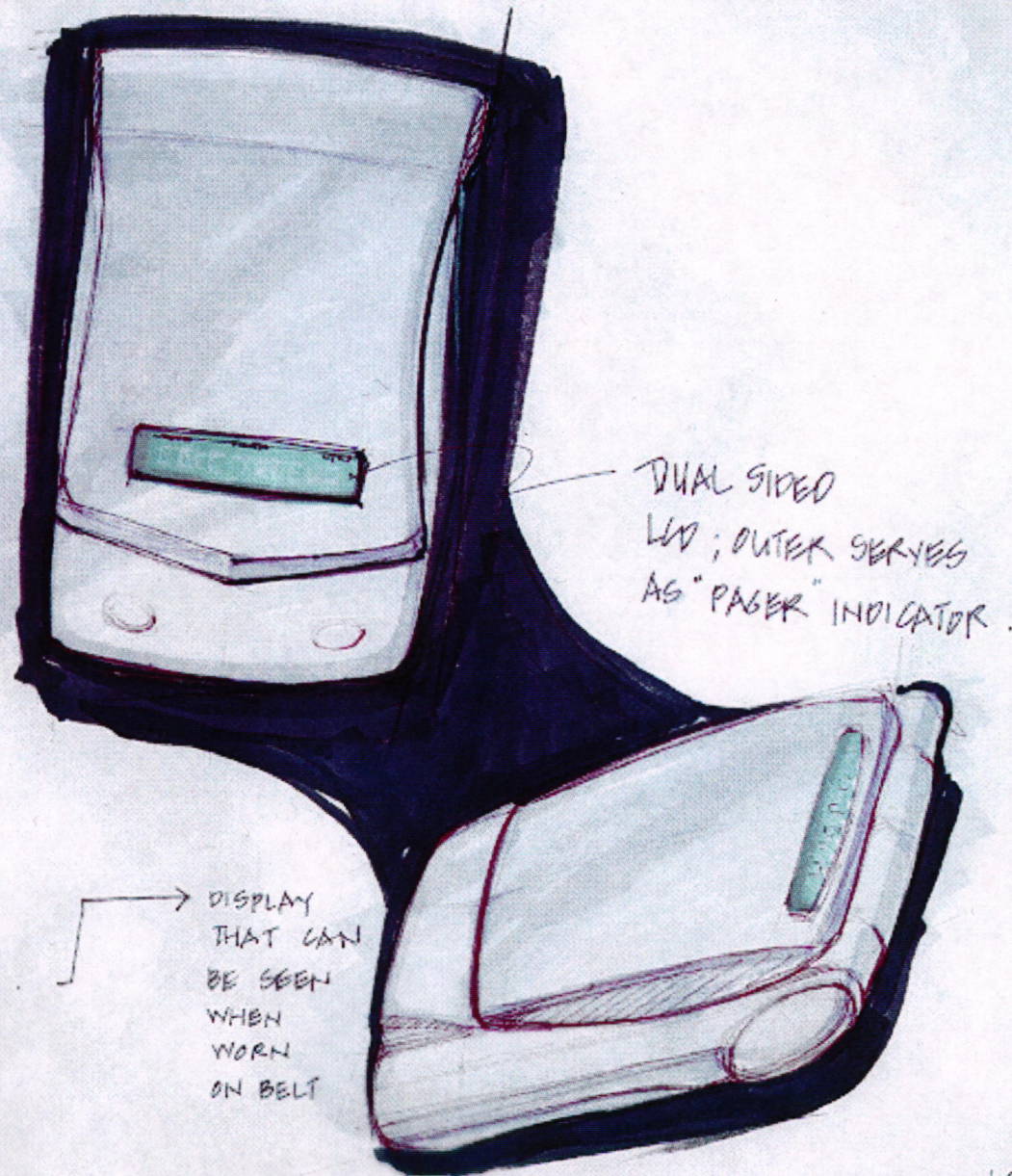
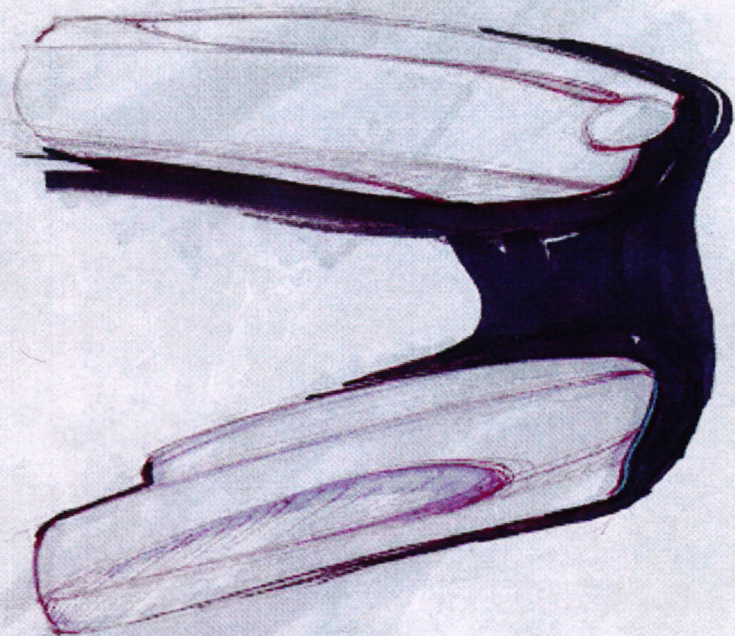
SMALL PUSH/PUSH
ANTENNA FROM
CENTER OF HINGE BUTTON

DALE FRYE
©NOKIA 10.25.96
JEFF DEACON





SCREEN
GRAPHIC
INCORPORATED
SCREEN
KEY.



PLAY ITEMS:
SIGNAL STRENGTH / POWER
SERVICE NO SERVICE
SIGNAL ALERT ON/OFF

WHILE AN OUTER
DISPLAY DOES NOT
DUPLICATE PAGER
SERVICE IT PROVIDES
SIMILAR FEATURES