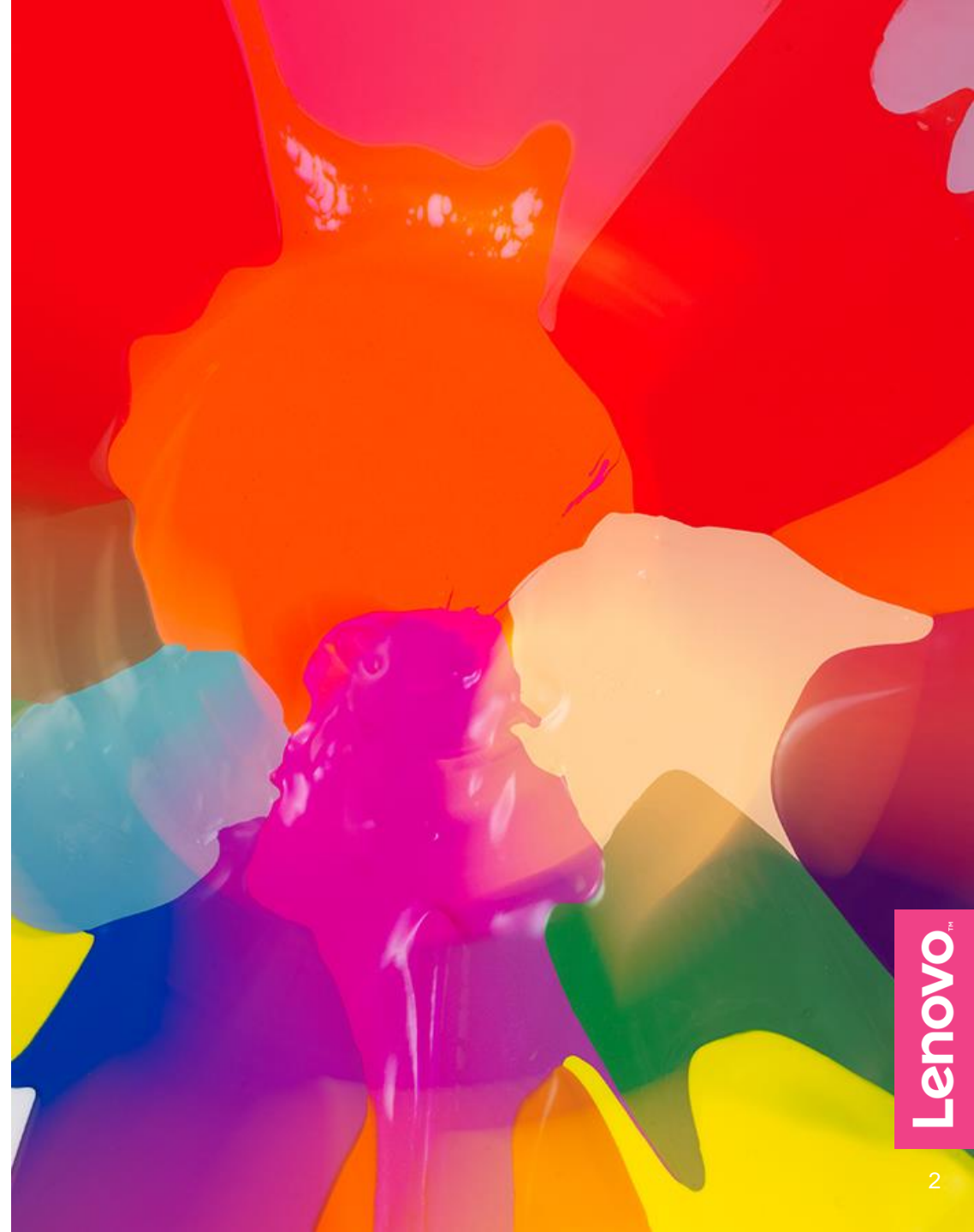


Graphical User Interface

Shirley Chen | 2017-10-17

Contents

- About Lenovo
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- Lenovo's GUI protection strategy





Lenovo™

A global technology leader with \$43b in sales, 52,000 people, and customers in 160+ countries.

2017
Fortune
**Global
500**

#2226

Lenovo™



Broad Connection

Auto Capturing

Intelligent Analysis

Wise Judgement

Proactive Services


“NEW PC” Era

Personalized Computing

+

Personalized Cloud





In this smart Internet era, Lenovo will provide **smart devices** that integrate applications, services and the best user experience, as well as robust **cloud infrastructure** to make life easier and better, and work more productive and efficient.

DIFFERENT IS BETTER



Lenovo™



US, North Carolina, Raleigh



Germany, Essen
MEDION®

China, Beijing, Shanghai, Xiamen



China, Hong-kong



Japan, Yokohama



NEC

24 hours full day innovation
Seeking culture roots from global perspective

Design Team for the 2008 Olympic Games





Red dot Annual team 2013, 中国设计被国际认可的荣誉!



Leading Innovative Products



moto Z



YOGA



TABLET

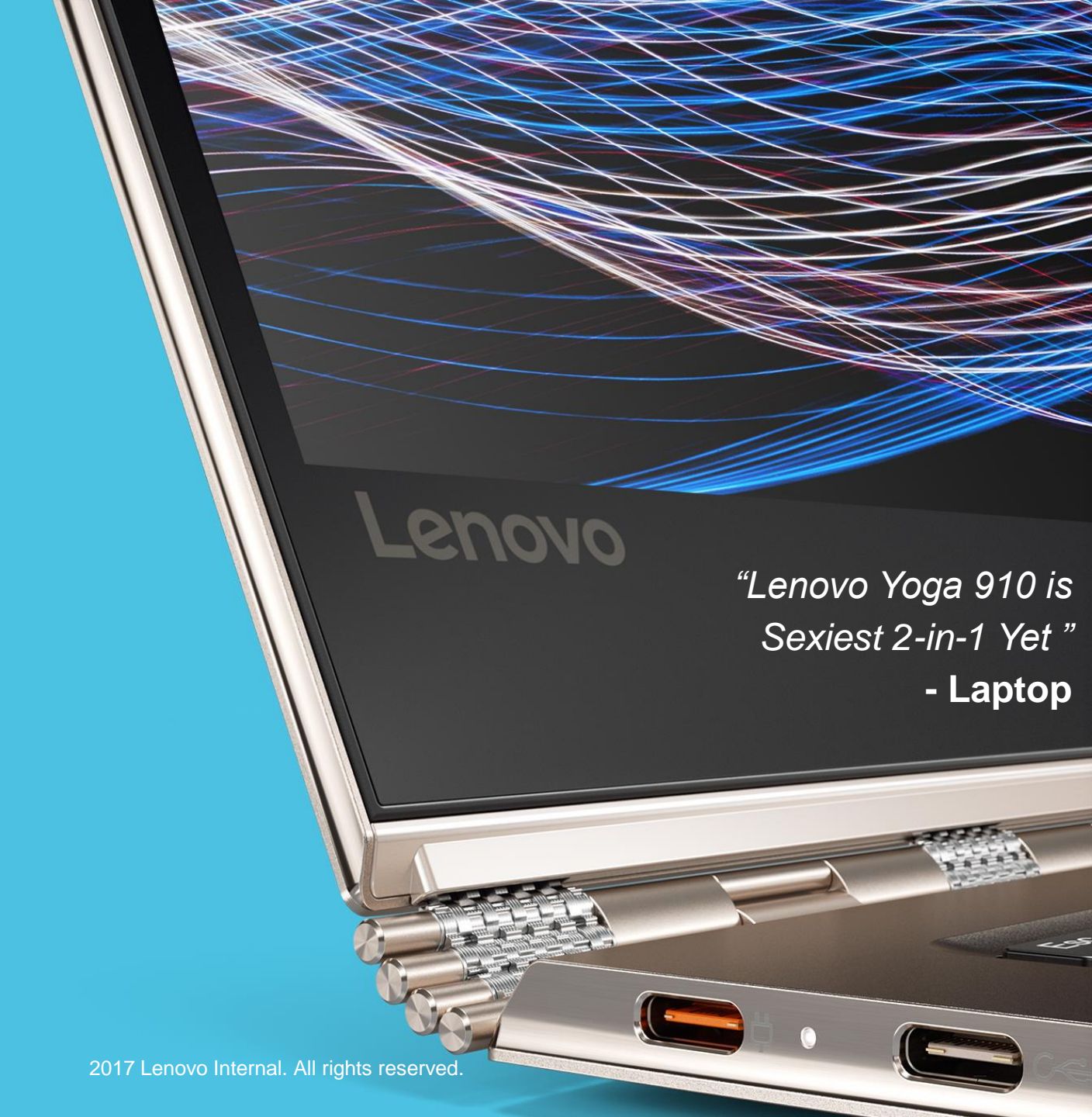


“Without question, the Moto Z and Moto Z Force are Lenovo's sleekest, most powerful and most feature-packed smartphones to date.”

–Mashable

Different Mods Better Smartphones

- Moto Z2 Force Edition and 360 Camera Moto Mod launched
- Moto G^{5S} and Moto G^{5S} Plus launched
- Over 3M Moto Z units shipped
- #4 in ROW



Lenovo

*“Lenovo Yoga 910 is
Sexiest 2-in-1 Yet ”
- Laptop*

Different Bends Better Multimode PCs

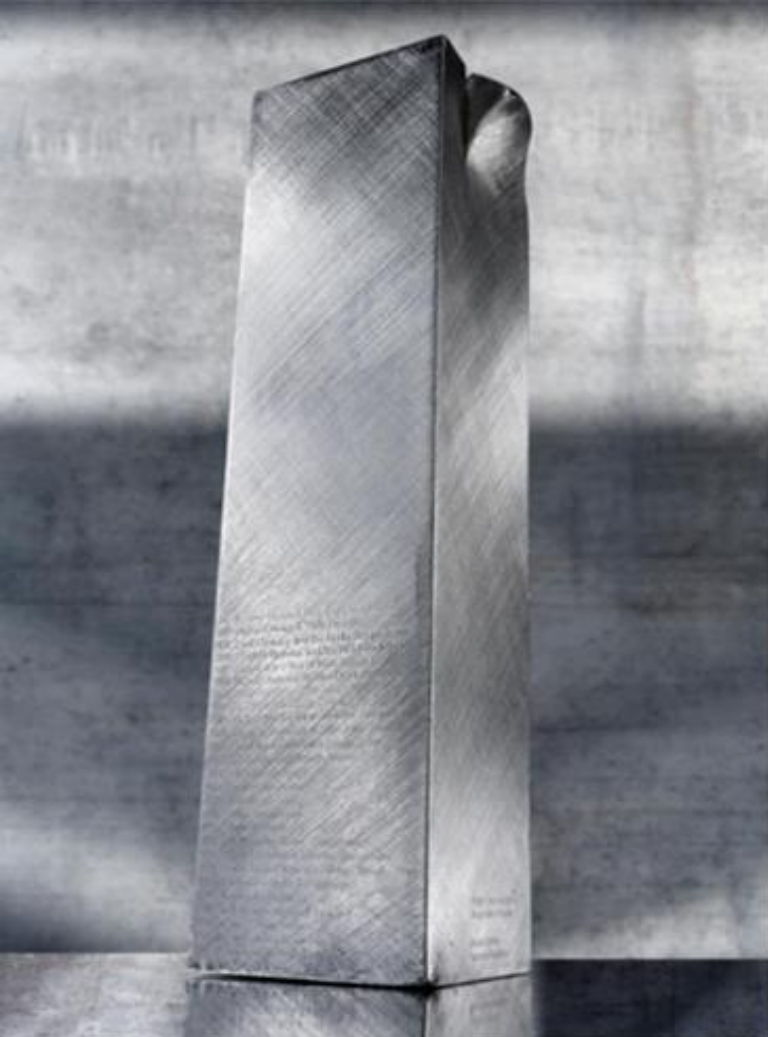
- Growing the Yoga brand
- ThinkPad X1 Yoga: world’s lightest 2-in-1 business laptop
- The best gets even better with Yoga 910
- Miix 720 challenges the Surface
- Defining multimode experience





Different Tablets Better Tablets

- Converging with PCs
- Both Android and Windows 8



reddot design award
design team of the year 2013



200+ global design awards



Lenovo Design Achievements





TOP 100



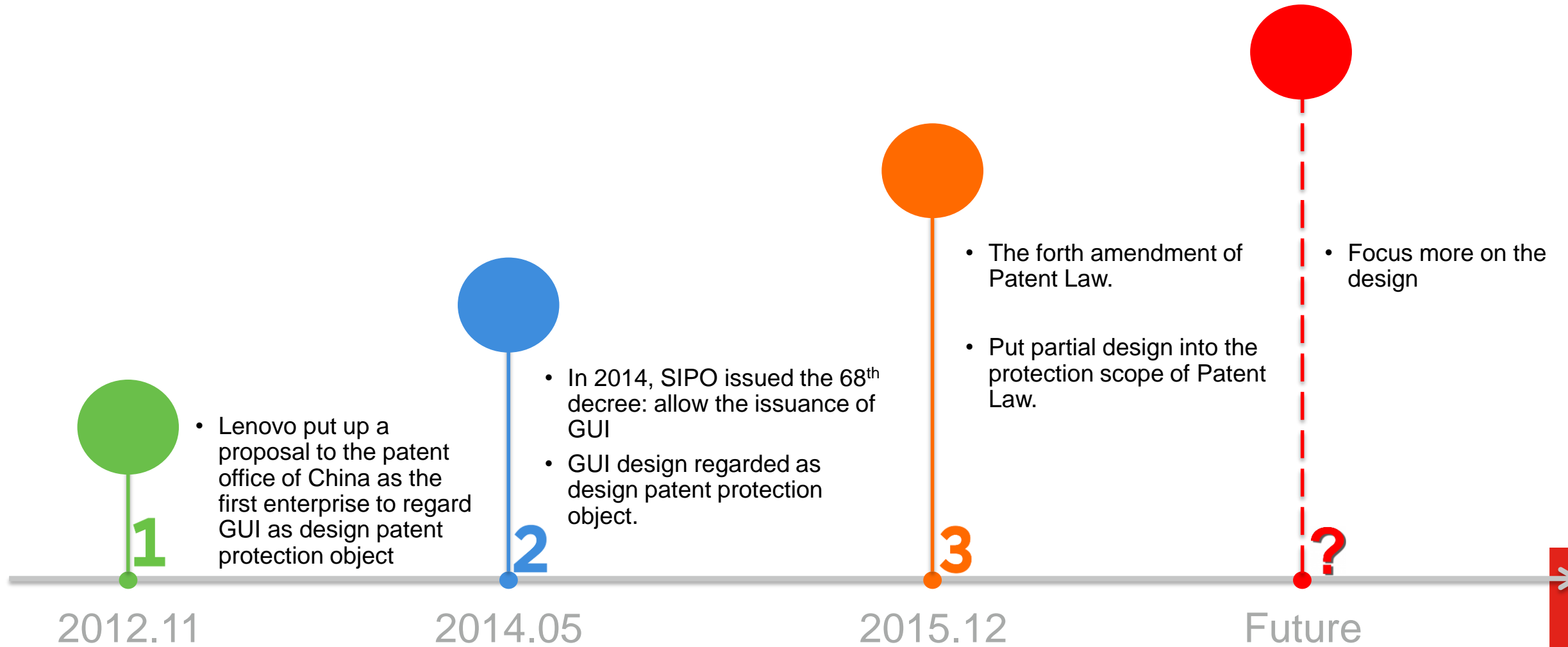
Lenovo named to Interbrand's
list of the
100 best global brands





➔ Development of GUI in China

+ Development of GUI in China



+ Development of GUI in China

- Design patent demand about GUI:

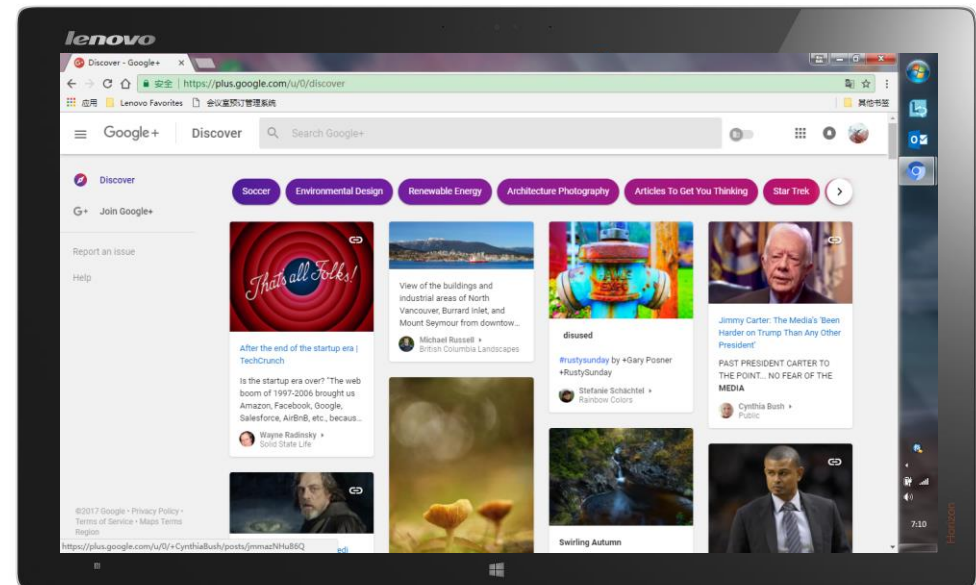
- GUI combined with physical products → (Required by the present Law)
- GUI related to man-machine interaction and realize product function → (GUI is actually the virtualization of real operation panel of the product).



+ Development of GUI in China

- Acquire design patent protection
- Operation system interface
- Software interface

- Web app
- Interface with icon
- Device specific interface



+ Development of GUI in China



- startup & shutdown frames
- Gaming interface

- website
- wallpaper



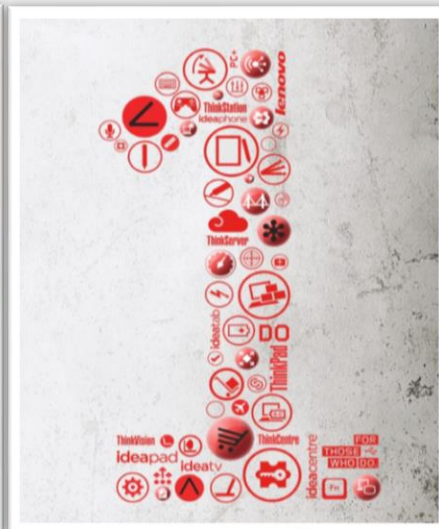


➔ Lenovo's GUI protection strategy

+ Lenovo's GUI protection strategy

• Worldwide Patent Layout

- Regarding high value GUI design patent, make targeted layout worldwide based on each similarities and differences.



1st Smart Phone





Graphical

User

Interface

All In **1**ne

The Great Innovation For Integration Bar



1st Yoga Home





A large circular navigation hub with a central silver circle. The outer ring contains icons for Games, Apps, Kid education, Music, Videos, Photos, Flower, Girls, and Lento store. The inner ring features text labels: 五月 (May), 伦敦奥... (London Olympics...), 四季皆春 (Spring all seasons), 八月 (August), 西班牙 (Spain), and Girls (20). The Photos icon is highlighted in orange. Surrounding the hub are several photo thumbnails, including a child blowing a bubble, a field, a cup of tea, and a smiling girl.

My life

A grid of eight photo thumbnails under the title "My life". The thumbnails include: a beach scene with a palm tree, a placeholder icon, a classical building, a man laughing, a butterfly, a mountain peak, a bouquet of flowers, and a person jumping.

My life

A single photo thumbnail under the title "My life", showing a bouquet of flowers.

A large photo thumbnail showing a young girl with her hands covering her eyes, smiling. Navigation arrows are visible at the bottom.

A photo thumbnail showing a basket filled with various fruits, including grapes and apples.



thanks.

Different is better

Lenovo™