



### **Physical Architecture:**



A combined inspiration of nature's beauty and what is needed for certain categories of users are the basis to this unique design. Just a practical but dull design put into box is far from the designer's ideology.

The designer Mr. AMIR has put such well needed and practical work for those who either in need of multiple displays / multiple works, or a very large display to satisfy the requirements of the end user that has come to create this magnificent work of art. The description of the model by looking, and this is how it goes. From the top, the smartphone looks like a diamond. A Good two third of the upper half to the model is the display and the rest is dedicated to the buttons and controls. Of the 4 sides to the unit, 3 are having the same sized displays and the 4<sup>th</sup> is the battery pack assembly. The design architecture basically is defined in two modules, the upper and the lower as seen in the images.



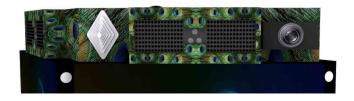
### The Upper Module:

It consists of 3 same sized Multi-touch displays, the battery pack and cover (battery pack assembly). The main display is the one in the middle of the three. The other 2 displays are the ones on the sides of the main display.

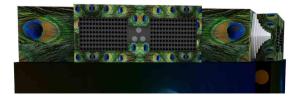




On the center of the upper frame to the main display there exists the Ear-set assembly, on the left is the multi-stacked, diamond shaped LEDs, and the secondary camera is located on the right side mounted on a square base. On the upper frame and to the center of each display (both the left and the right sides) there is a single Ear-set assembly assigned only.



Main Display Ear-set Assembly



Side Display Ear-set Assembly



Another exceptional "AMIR Designs Ltd's" function applied to the displays are that the main display in the middle is always to remain active touch control, but the other two displays are menu driven to activate, otherwise when folded the touch control is deactivated by default.

The 3 displays could be used in different positions.

# 1.1. Single Display Application:

It is the one using a single display whether it is going to be the main display (by default) or any other one of the remaining two displays, while having the rest turned off. To preserve the power, other displays by default are to remain off, unless and the otherwise is specified.



#### 1.2. Large Display Application:

The 3 displays could be connected to form one large and near seamless display. Having every single display size of 85mm x 42.3mm, the much larger display will be 127mm x 85mm. When all three displays are connected to form the large display its touch control is activated by default.

Two sets of B-Kits implemented onto the edges of displays to provide the connectivity to form the large display. The details are as seen in the image.

The fact that the smartphone exterior appearance resembles the one of a Peacock is because of this one single feature, so as the 3 displays open up to one, is inspired from the bird as it spreads open its magnificent feathers around.





B-Kit

Triple Display Forming One

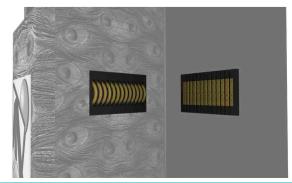
#### 1.3. Multi-user Display Application:

Each one of the displays is assigned to different tasks. An example would be when the display 1 shows an image, display 2 showing a motion picture, while display 3 would be occupied with text messages. Another feature is tailored to this model that is unique to its category and it is when a crowd of several people wish to see the same thing on this "one of a kind" smartphone, they do so conveniently, because it is possible to assign the same show onto all three displays individually and simultaneously when the displays are locked in place and angled toward different directions. Since the default setting to have the touch control is deactivated for the left and the right displays in the folded position, the possible users to either left, right, or both displays can have access to the display activation menu via main display.

Two sets of A-Kits are implemented onto the backsides of displays and on the smartphone body so depending on what position the user applies, it involves different parts and pins to the coupling kits connecting each display to the main body. The details are as seen in the image.











On the backside where there is no display and on top there is the Main camera assembly, and below that is the battery pack assembly on which it holds the "AMIR Designs Ltd's" Logo.



A very high quality Loudspeaker is placed under each display. The Loudspeakers are "Surround Sound" quality and all three of them are positioned so precisely that they can output the most possible optimum sound quality. They each are as wide as the display they are under.



## 2- The Lower Module:

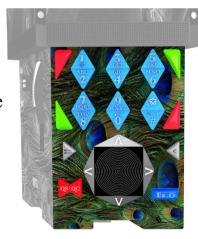
It is capable of 360° bi-directional rotations. The main and the most important side is the one that includes the "AMIR Designs Ltd's" Merged keypad on the upper half and a well grouped button field on the lower half. The keys to the pad consist of two triangles that are merged at their base forming the blue diamonds as seen in the image.

The four Accessed easily buttons are located at the four corners of the keypad, 1<sup>st</sup> R is on the top left of the module near "1&2" keys, 1<sup>st</sup> G on the top right corner near "5&6", 2<sup>nd</sup> G half way down the module near the left edge and beside "7&8", and 2<sup>nd</sup> R is half way down the module near the right edge beside "\*, #" keys.

The rest of the button filed is located on the lower half of the module with FPS sitting in the middle near the bottom. To its upper left corner near the left edge and below 2<sup>nd</sup> G is the "Back" button, and the "C" button is on the upper right of FPS near the right edge and below 2<sup>nd</sup> R button.

On the very lowest left corner of the module, at the lower left side of FPS is the first set of red QS/QC button in the shape of a bowtie. To the lower right side of FPS and at the very right bottom corner is the rectangular blue Ex.O button.

Located on the right hand side of Keypad & Button Field is the music controls side. Onto the top left corner, indicated by a double arrow pointing to the left is the triangular shaped "Back" button, and to its right is the music Repeat shown by a closed loop which if pressed once, repeats the ongoing track, pressed twice, will repeat all the tracks listed in the same folder, and three times would erase the repertoire. Over at the top right are the music Volume adjusters marked by a plus "+" and a minus "-" sign. In the center are the music Quad-directional buttons. The left arrow is "Back by one track", the right arrow is "Jump to the next track", the up arrow is "Jump back by 10 tracks", and the down arrow is "Jump forward by 10 tracks". In its very center are the Play/pause triangular button, and the triangular Full stop button whose tips are pointing toward the center and to each other. At the bottom of the music center sits the music Scroller whose primary function is to scroll the page up and down.

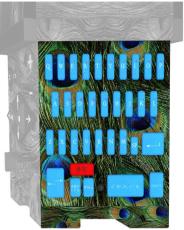






To the right of the music control side and right behind the main side is the QWERTY keyboard side. Other than the blue button keyboard, this side includes SP button is right beside the Carriage return, a second set of red QS/QC located on the lower left of SP button, and a ball track mouse is in the lower center as seen in the image.

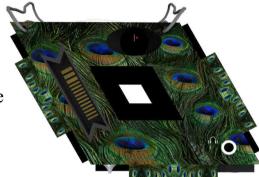




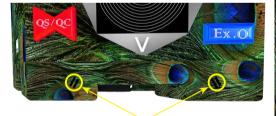
Onto the left of the main side is the rest of the standard controls such as; Volume adjusters on the very left edge, further to the right is Screen Off/On, and to the right is Lock/Unlock switch. Toward the bottom and near the center is HDMI port as seen in the image.



On the roof and above the left hand side display is Charger/PC Connector. At the top left corner is the first band slot clearing through to the main camera side. Passed half way on the same side is the Stand alone Power On/Off button. At the very right corner is the second band slot which too has cleared through to the main camera side. At the corner where the main display side meets the right display is the Headphone plug.



There is a Microphone set on each and every 4 sides of the unit. The sets are on every exterior sides of the Stands which is located beneath the Lower Module.



Microphones

At the base and beneath the Lower Module there are the 4 diamond shape legs that stand apart. At the button field side and in between the Stands beneath is ST switch.



#### **Texture & Applied Material:**

The enclosure of the smartphone is made out of aluminum alloy and PVC, but the unit is covered with a synthetic material very much resembling Peacock feathers, stimulating a great feeling as if though it is the real thing. The bird is most famous for its spectacular look that inspired the Designer to incorporate the specific looks and the design in such harmony.

FOR BETTER VISUALIZATION OF THE SMARTPHONE PLEASE REFER TO ITS RESPECTIVE VIDEO CLIP.