



AMIR-ET49

Physical Architecture:

This is a 3 sided smartphone whose original inspiration came from a Flamingo bird. The top view of the unit is an equilateral triangle. This model is a somehow smaller version of the “4 sided AMIR-D60” whose redesign is basically to cater to different categories of end users. In addition to its comprehensive capabilities, with respect to AMIR- D60 this model is in different color, shape, and design to produce a certain luxurious yet diverse image. The design architecture just like its predecessor is basically defined in two modules, the upper and the lower. The upper half takes most of the surface that includes a display at each side, and more, and the lower half that includes the controls and etc.

1. The Upper Module:

It consists of 3 same sized Multi-touch displays.

The main display in the middle is fixed in place, but the other two side ones which are to the left and to the right of the middle one, are capable of fold back or unfold to a larger screen. Above each and every one of the 3 displays there, resides an Ear-set assembly, but only above the main display to the left corner, there is a three sided pyramid looking, multi-stacked LEDs and the secondary camera on the right corner which is mounted on a rectangular base. 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. When changing from a full triple display which is automatically active touch to fold back position, the touch capabilities of the two left and the right displays are deactivated by default, unless and if it is menu controlled specified to the otherwise.

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.

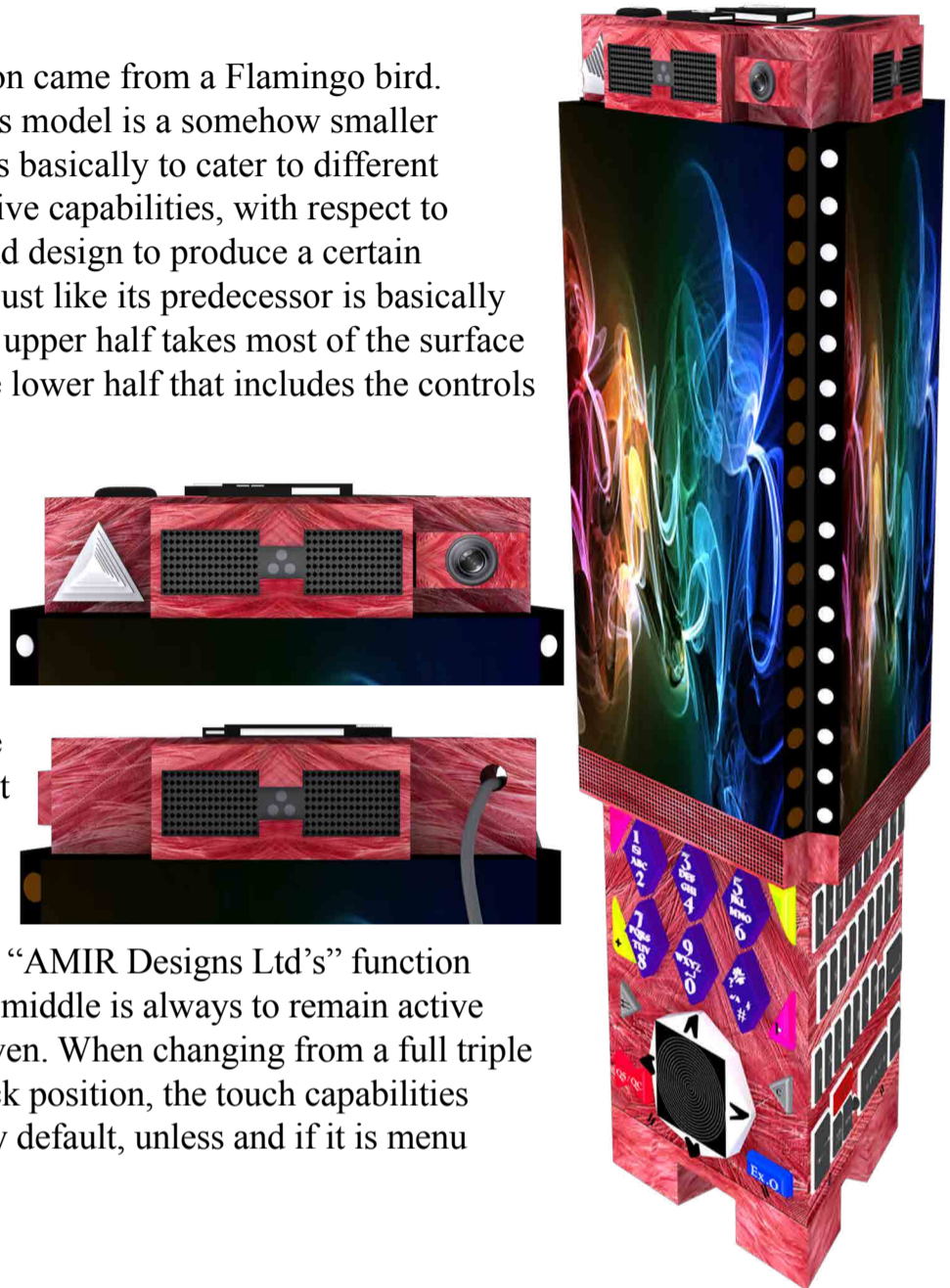
To preserve the power, other displays by default are to remain off, unless and the otherwise is specified.

1.2. Large Display Application:

The 3 displays could be connected to form one large 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 as it was mentioned earlier.

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 images.

The unit’s exterior appearance resembles to the one of a bird’s feather but in pink (Flamingo feathers) and unlike anything else that has been presented ever before.





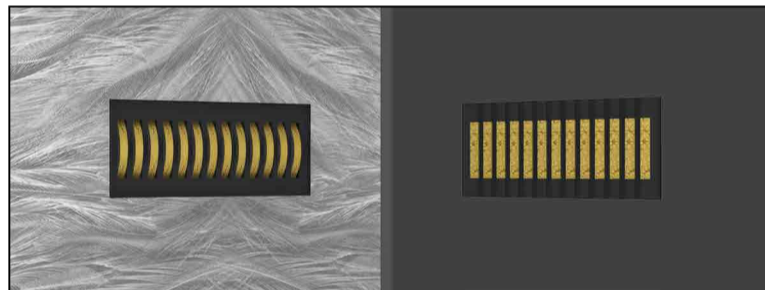
1.3. Multi-user Display Application:



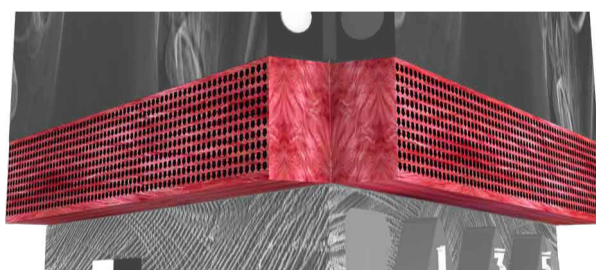
Each one of the displays is assigned to different tasks. An example would be when display 1 shows an image, display 2 showing a motion picture, while display 3 would be occupied by text messaging. Another feature is tailored to this model that is unique to its category and it is when a crowd of several 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 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 on the backsides of displays and on the unit’s body so depending on what position the user applies, it involves different parts and pins to the coupling kit connecting each display to the main body. The details are as seen in the images.



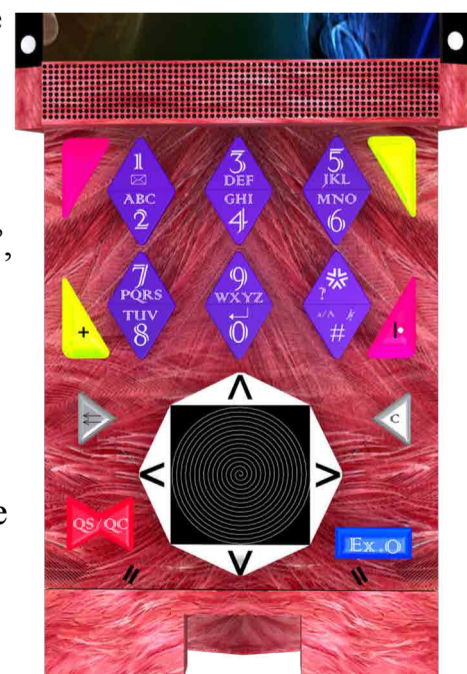
A very high quality Loudspeaker is placed under each display. The Loudspeakers are “surround sound” quality and the three of them are positioned so precisely that they can output the most possible optimum quality sound. They each are as wide as the display they are under.



2. The Lower Module:

It is capable of 360° bi-directional rotation. The main and the most important side is the one that includes “AMIR Designs Ltd’s” 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 purple diamonds as seen in the image.

The four Accessed easily buttons are located at the four corners of the keypad, 1st R is on the top left of the module near “1&2” keys, 1st G on the top right corner near “5&6”, 2nd G half way down the module near the left edge and beside “7&8”, and 2nd R is half way down the module near the right edge beside “*, #” keys. The same 2nd R also functions as the Power On/Off button as it is indicated by the power mark. The rest of the button filed is located on the lower half of the module with FPS assembly sitting in the middle near the bottom. To its upper left corner near the left edge and below 2nd G is the “Back” button, and the “C” button is on the upper right of FPS assembly near the right edge and below 2nd R button. On the very lowest left corner of the module, at the lower left side of FPS assembly is the first set of QS/QC button in the shape of a red bowtie. To the lower right side of FPS assembly and at the very right bottom corner is the blue rectangular Ex.O button.

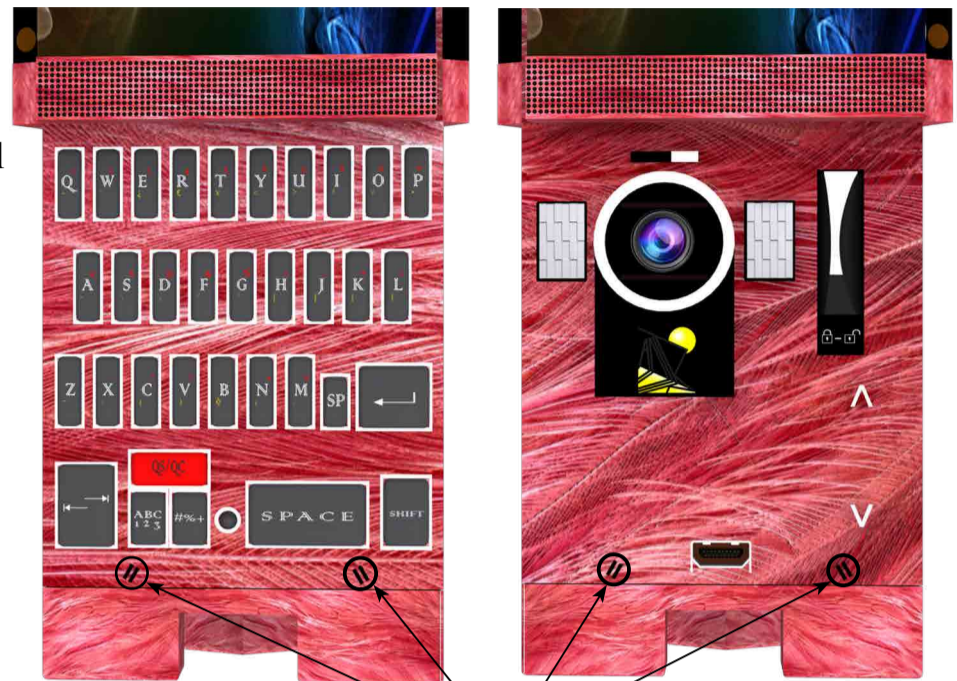




Onto the right hand behind the main side is the QWERTY keyboard. In addition to the gray keyboard, is SP button beside Carriage return, a second set of red QS/QC located on the lower left of SP button, and a ball track mouse is in the lower center as seen in the image.

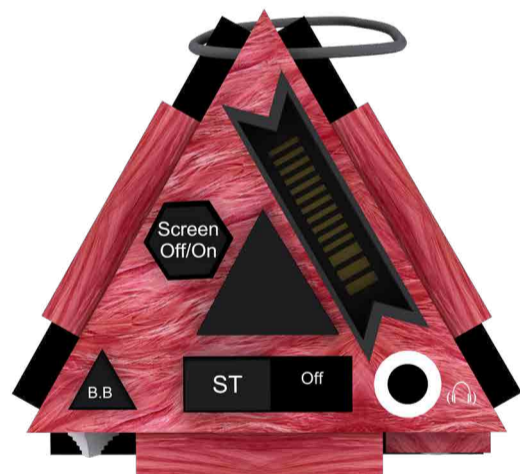
Onto the left hand behind the main side is the standard control side. Near the top left is the Main camera assembly and “AMIR Designs Ltd’s” Logo that is placed below. To their right and about the upper right is Lock/Unlock switch. Right below the switch, are Volume adjusters. Toward the lower side and in the middle is HDMI port.

There is a Microphone set to each and every side of lower module located at the bottom edge before the stands, and near the center.



Microphones

As it was implied before, the entire roof of the smartphone is triangular shaped whose base is at the main display side. In the middle and to the left of the triangle is Screen Off/On. At the top and beneath the tip is the band slot which is not visible from the top angle. On the right side of the triangle sitting is the Charger/PC connector. At the lower right corner where the base meets the right side is the headphone plug. Contrary to other designs here, ST switch is positioned on the roof and in the middle of the triangle base. The black triangle right in the center of roof is the top surface of the three sided battery which is housed in the core of the smartphone, accessed from the roof and via Battery-release Button (B.B.). There are special grooves at all 3 sides and at the very upper edges of the battery allowing the user an easy picking.



To further beautify and stabilize the smartphone, there are three legs implemented beneath the module that each is a four cornered stand in the form of two triangles met at their base as seen in the image.



Texture & Applied Material:

The enclosure of the smartphone is made out of aluminum alloy and PVC, but covered with by a soft synthetic material very much resembling the pink feathers of a Flamingo, inspiring the user with such a great feeling as if it is the real thing.

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