



# AMIR-SANDS&SHELLS55

## Physical Architecture:

The design of this Smartphone is inspired from nature in a form of sands and shells, but in addition to all the functions that is customary to “AMIR Designs Ltd’s”, this is also equipped with what it takes to cater to game enthusiasts elaborately. The circular shape of this unit is mainly in 2 modules; the display module and the main body module. Here below is the description to each.



### 1- The Display Module:

It includes a Multi-touch screen riding on a manually operated slide mechanism, kept hidden within the body of the second module for the purpose of reducing the body size as well as providing safety for such a good sized display. The slide mechanism is built in a way that to stow the display, the user gently presses the crown of the display toward the body. Very slowly it clicks and locked in place, because the mechanism does not allow a fast closure. To release, the crown is repressed and it click opens manually, but at a much greater speed.

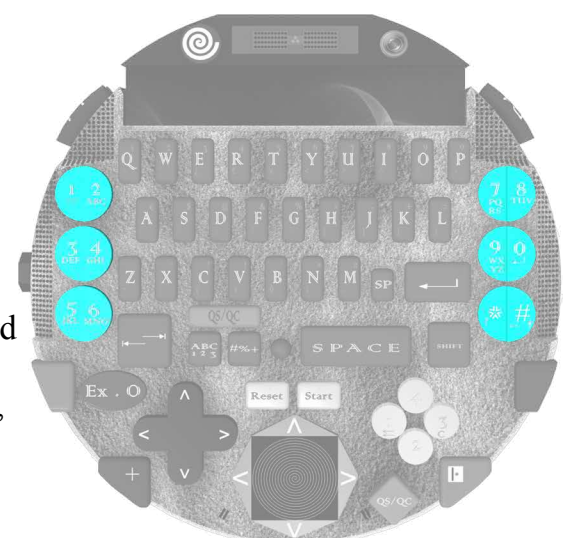


On top of the module, in the center is the Ear-set assembly in a shallow box, to the left is the spiral LED on a base and the secondary camera on the right.

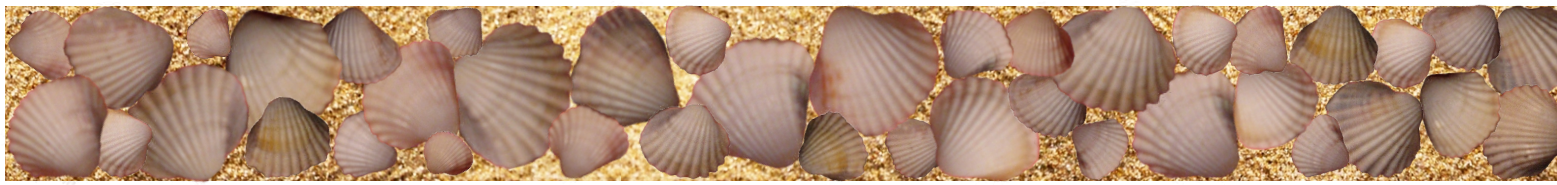


### 2- The Main Body Module which includes:

- A. The standard “AMIR Designs Ltd’s” Merged keypad with every 2 half circle hard keys forming a full circle. The first half of the light blue keypad number 1, 2, 3, 4, 5, 6 are located at about 9:00 to 10:30 and the second half of them, numbers 7, 8, 9, 0, Asterisk (\*), Pound (#) are about 1:30 to 3:00 O’clock.

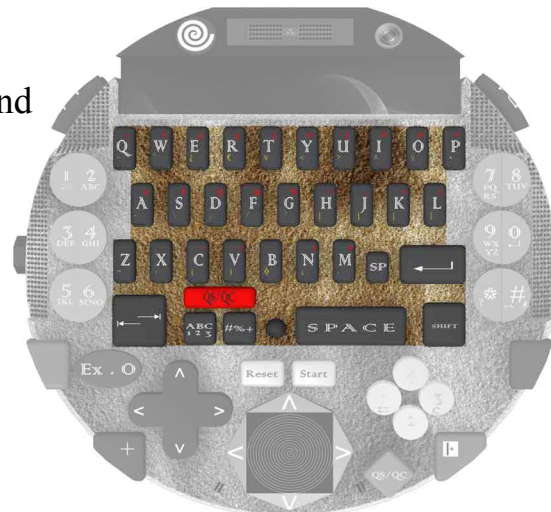




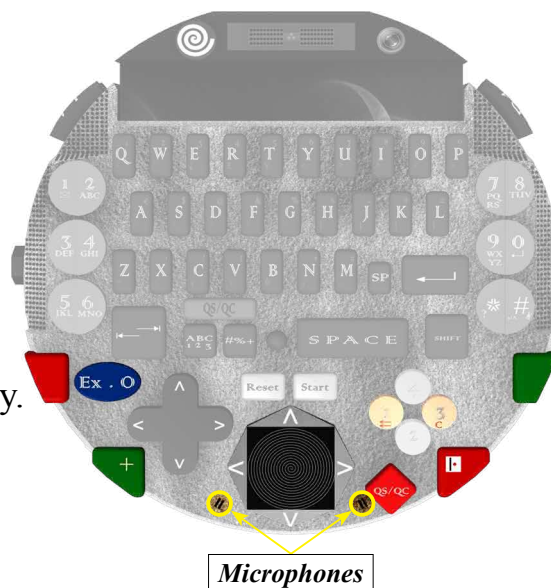


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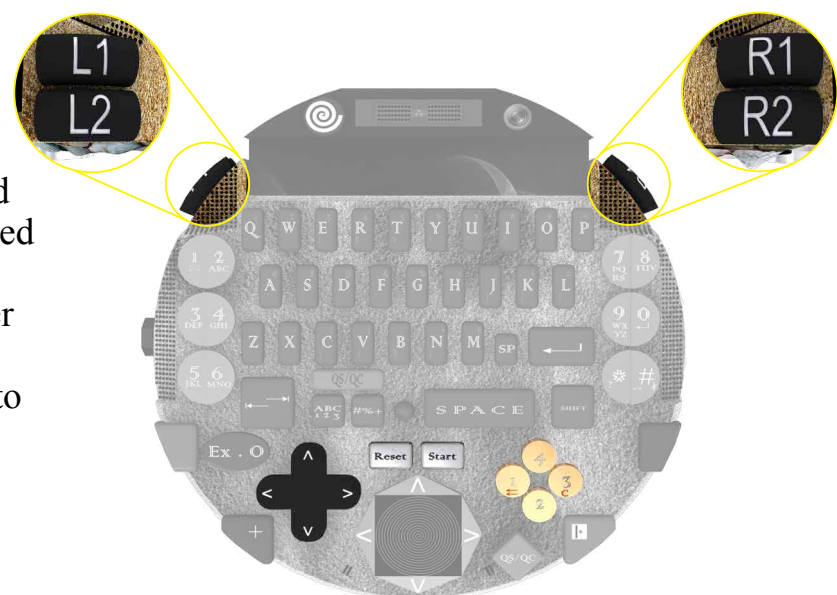
- B.** Just about the entire upper half of the module is occupied by the QWERTY keyboard sitting in between the two Merged keypad half sets. It includes a SP button next to Carriage return, the second set of QS/QC button in red, near left and a mouse ball slightly below the center of the unit's face.



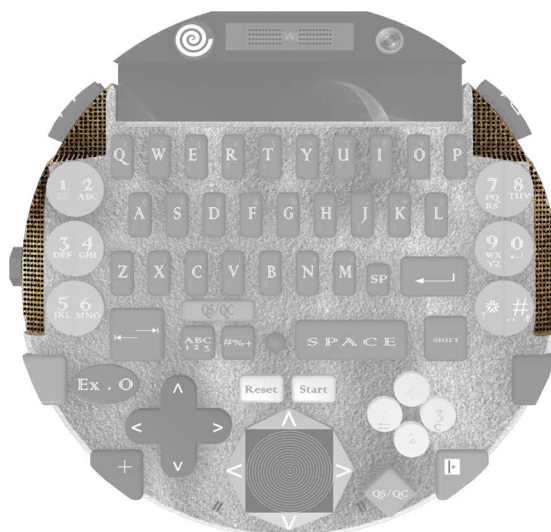
- C.** Most the lower half of the module surface is designated to the button field. Since the module is in a circular shape, a clock exemplification of the module could help with the clarification of button positioning. Around the circumference and about 8:30 O'clock sits the 1<sup>st</sup> R button, precisely adjacent to it is the Ex.O button, 2<sup>nd</sup> G is about 7:30 O'clock, 1<sup>st</sup> G is about 3:30 O'clock, and 2<sup>nd</sup> R which is also the Power On/Off button is near 4:30 O'clock. About 5:30 sits the QS/QC button, and right above 6:00 O'clock resides the FPS assembly. The Microphone set is built-in at about 5:30, and 6:30 respectively.



- D.** The model is equipped with essentials to fulfill the game enthusiast requirements. There are the additional quad directional keys allocated toward the left-hand side but near 7:30 O'clock where it would be most convenient for the player's thumb. Across from that and adjacent to 2<sup>nd</sup> G about 4:30 O'clock are game designated 1, 2, 3, and 4 buttons. The game button "1" has another designation of being the "Back" button and also number "3" designation is the "C" button too. At exactly above FPS assembly, to immediate left is "Reset" button and to immediate right is the "Start" button.



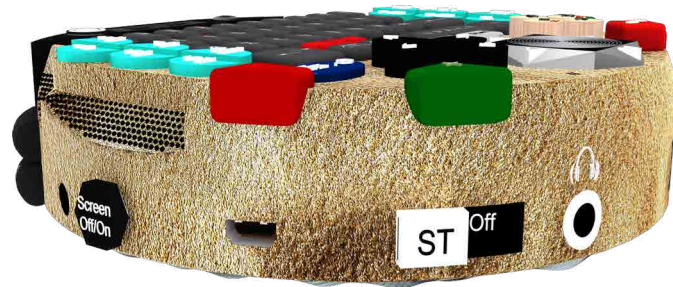
- E.** On the surface but carved off lower are the 4 Loudspeakers. The smaller ones at about 10:30, and 1:30. The larger two of Loudspeakers are starting about 9:00 to 10:00 and another one sits across about 2:00 all the way to 3:00.



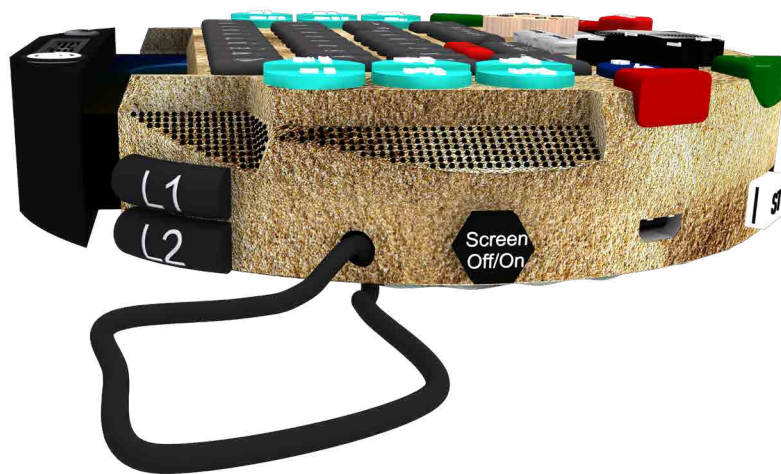




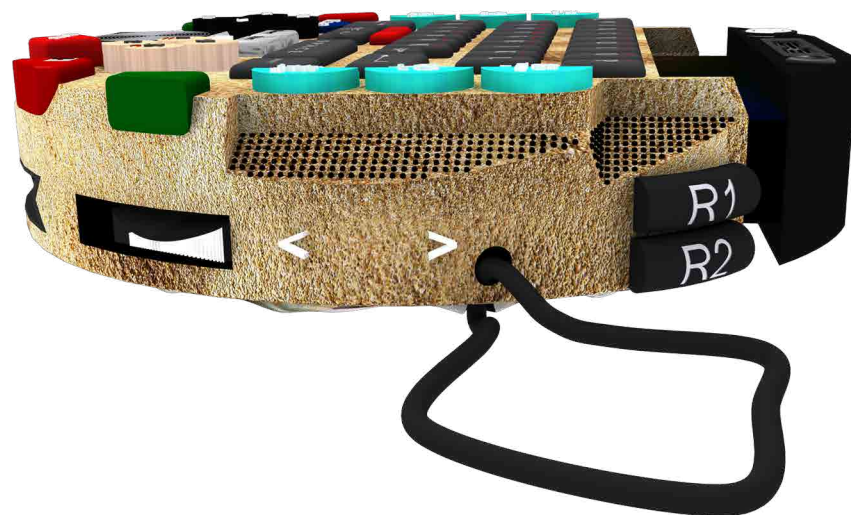
Around the walls of the circumference starting about 6:30 is the headphone plug, at about 7:30 is ST switch, and about 8:30 is HDMI port.



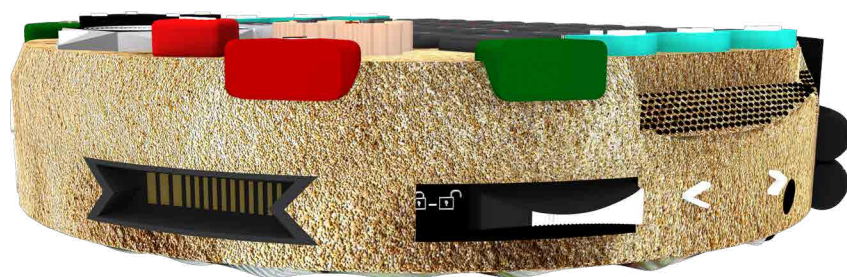
At about 9:30 is Screen Off/On, about 10:00 is the first Band slot, and about 10:30 are the L1, L2 of Arcade group.



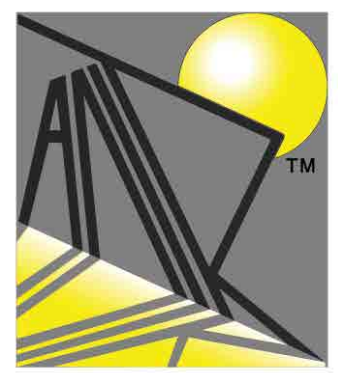
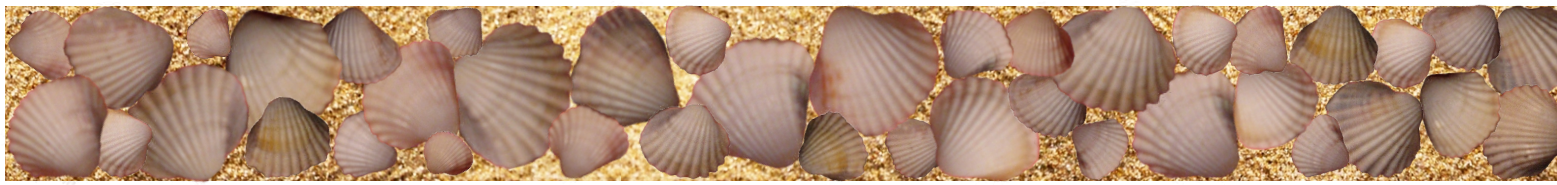
R1, R2 of Arcade group is about 1:30, then is the second Band slot at about 2:00, also about 3:00 O'clock are the Volume adjusters.



At 3:30 is Lock/Unlock switch and about 4:30 is the Charger/PC connector.







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On the backside of the module are the Main camera assembly and “AMIR Designs Ltd’s” Logo.



### Texture & Applied Material:

As the name of the model reveals, the surface and the side walls of the Smartphone is coated with a synthetic material that resembles sands. It is rather coarse to the touch not just because of its beauty, but also it provides a much better friction for a better grab when the user is to hold or to play. The backside makeup consists of prominent shells that go real well with sands while further beautifying the design. It too is coarse to the touch and provides the same advantage to the user. Although the synthetic material used for the design is thin but its notable strength provides the unit with protection against accidental impacts and drop falls.

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