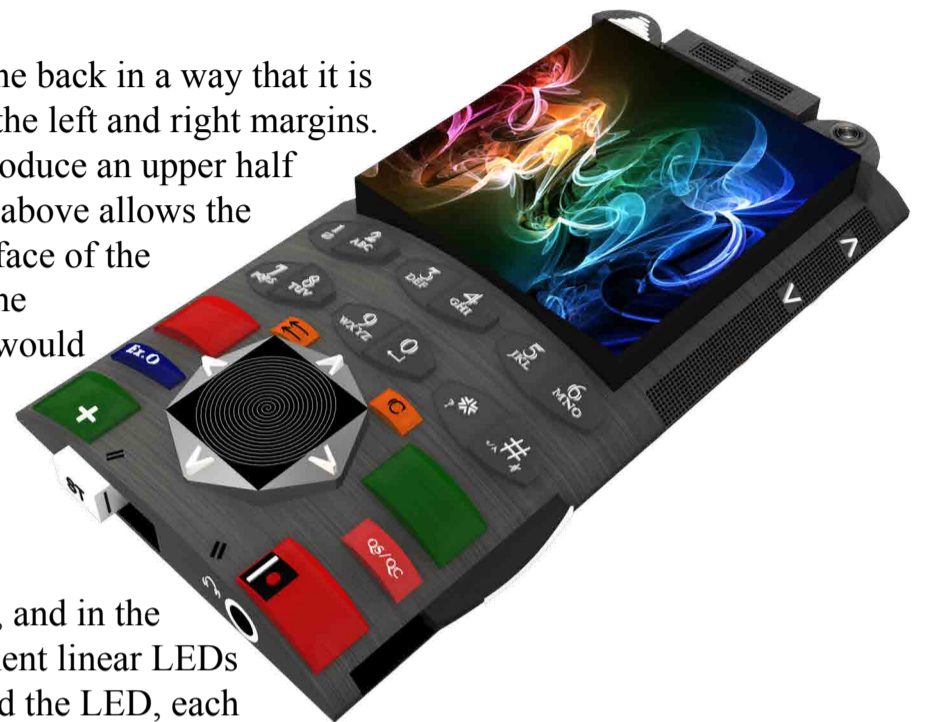




AMIR-HEC15

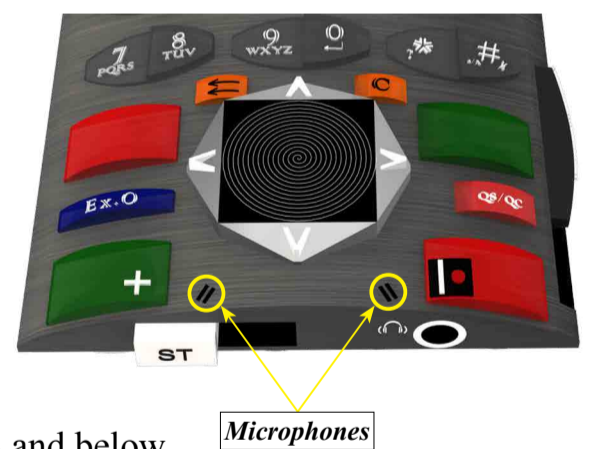
Physical Architecture:

The face side of the smartphone body is curved, but flat on the back in a way that it is thicker in middle, on the other hand curved and thin toward the left and right margins. An imaginary cross cut along the width of the Unit would produce an upper half of an ellipse. The designed contour of the body as described above allows the user an excellent grab hold and handling. The upper half surface of the Unit includes a Non-touch display. A specially designed frame compensates for the curvature of the Smartphone face, so it would stand flush. The remaining half of the surface is dedicated to standard “AMIR Designs Ltd’s” keypad (below the display) and the rest which is the lowest part of the surface is the Button Field. Two very high end and narrow Loudspeakers are positioned along the left and right sides of the display. On the surface, at the very top of the Unit, above the display, and in the middle resides, the Ear-set assembly. To its left is the 5 segment linear LEDs and to the right is the secondary camera. Both the camera and the LED, each having a custom designed base made just like the shape of the unit’s bottom view itself which allow them to stand flush with the curvature of the Smartphone body.



Buttons:

Right below the display is the standard “AMIR Designs Ltd’s” Merged keypad which is semi-transparent and elliptical shaped. The Button Field as it is seen in the image is a typical AMIR Design standard and resides right below the keypad. In the center holds the FPS assembly, the four corners of the field is allocated to Accessed easily (2Gs & 2Rs) Semi-transparent buttons. The “2nd R” button located at the lower right also functions as the unit’s Power On/Off button. The Ex.O button is on the left side of FPS, and QS/QC button across on its right. On top left of FPS assembly, and below the key pad resides the “Back” button, and on the top right corner of FPS and below the keypad sits the “C” button. At the very lower edge of the Unit, in the middle resides the Microphone set.



Around the edges and on the side walls, starting from the lower wall on the right is the Charger/PC connector and on the left is the ST switch.



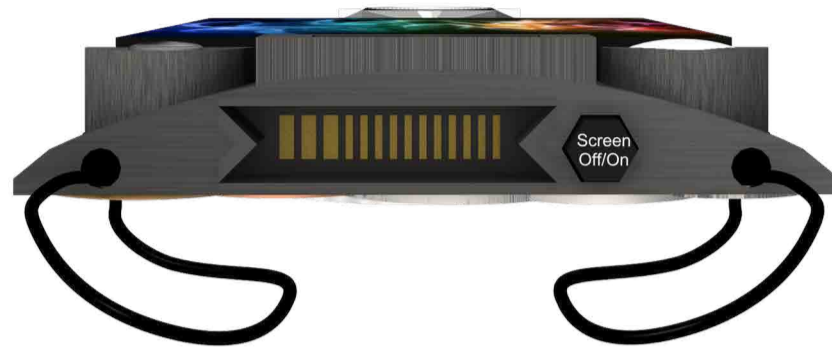
Nearly half of the upper left wall is designated to the Loudspeaker and there is no other component assigned to the side.



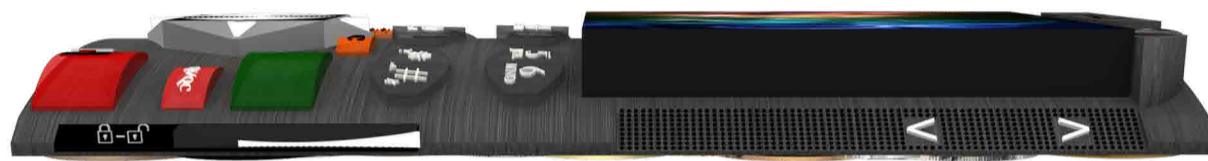


AMIR-HEC15

On the top wall and at the very left is the first Band slot. Screen Off/On is right next to the band slot at the top wall near left. At the right upper wall is the Headphone plug, and at the very right corner is the other Band slot.



On the right hand side margin over the Loudspeaker resides the Volume adjusters, and the Lock/Unlock switch is about the lower right edge.



Over onto the backside is the Main camera assembly and beneath it is “AMIR Designs Ltd’s” Logo.



Texture & Applied Material:

The body of the Smartphone is made out of brushed Stainless Steel, not only for the reasons of strength, but also since the front and sides are tained in gray, makes it quite handsome looking.

The backside of the Unit as seen in the image is made out of carbonate and synthetic material. It is covered with the design of many North American coins all over, gives it quite an exceptional appearance.

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