

## Modern Lifestyles in Apple's Smartphone Printed Advertisement in T3 Magazine February 2010

Find everything

The all new faster, thinner iPhone with 3G and Leopard's wireless Spotlight.

Find and copy files to your iPhone.  
Print your emails wirelessly.  
Chat with friends using iChat Mobile.

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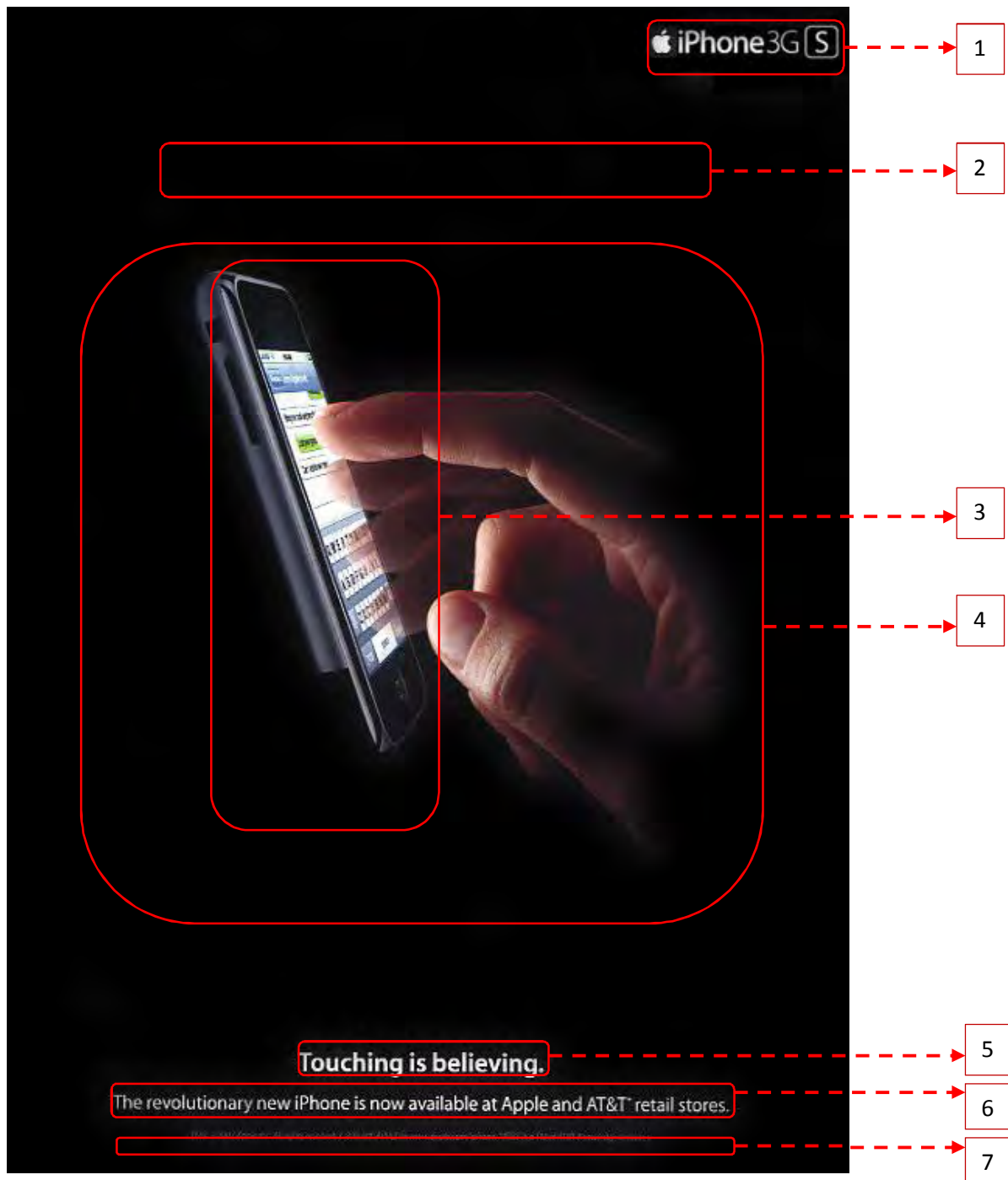
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## Modern Lifestyles in Apple's Smartphone Printed Advertisement in T3 Magazine August 2012



## Modern Lifestyles in Apple's Smartphone Printed Advertisement in T3 Magazine February 2013



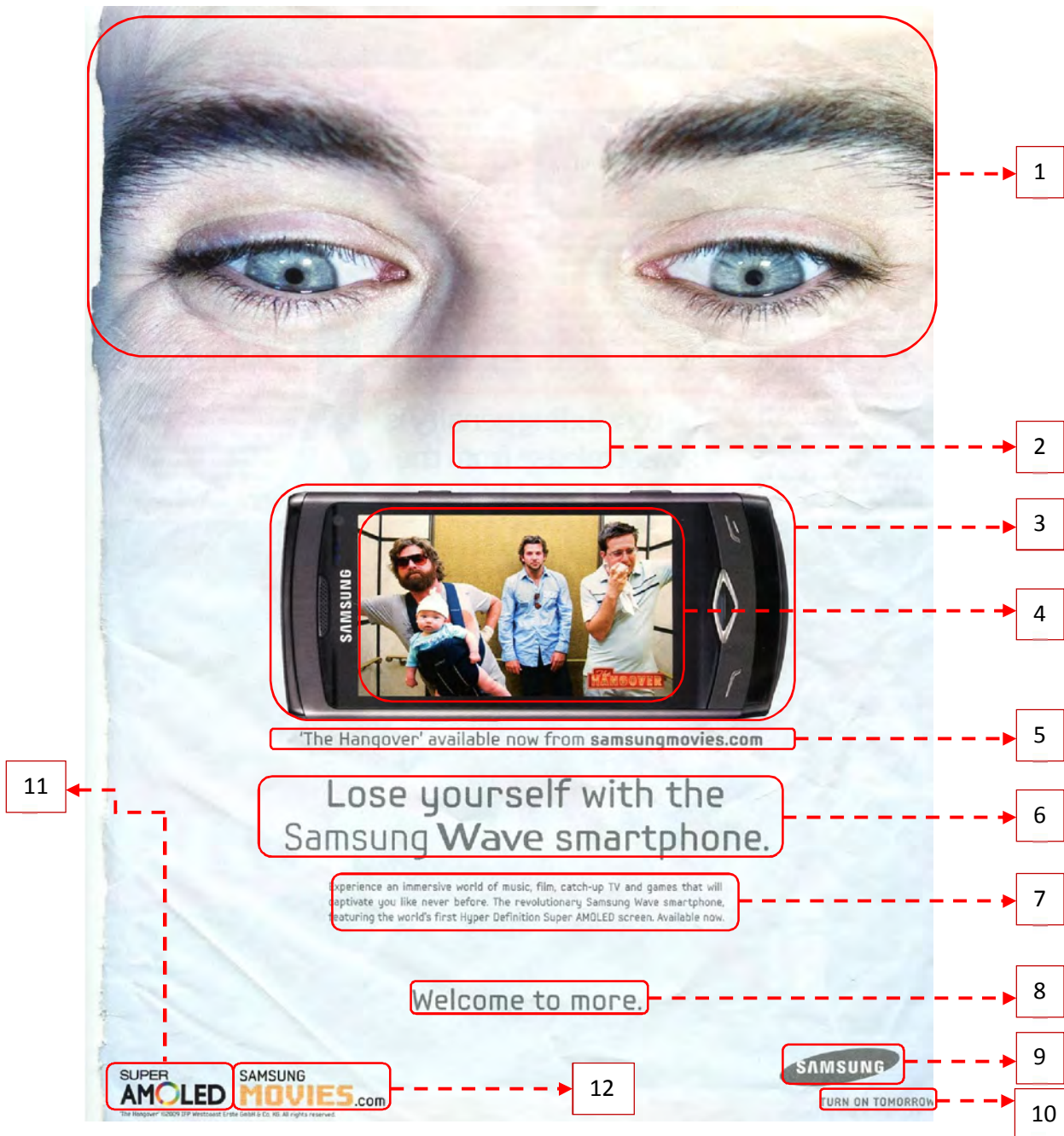
## Modern Lifestyles in Samsung's Smartphone Printed Advertisement in T3 Magazine February 2013

The advertisement features a man in a modern office setting, holding a Samsung Galaxy Tab. The background shows a cityscape and office interiors. The ad includes the Samsung logo, a headline, a sub-headline, a product image, a price tag, a QR code, and contact information.

1. Samsung logo
2. Empty rectangular box
3. ALWAYS STAY ONE CALL AHEAD OF THE REST.
4. Make calls, just like a mobile phone, on a tablet that's truly an all-in-one device.
5. Samsung GALAXY Tab
6. Office interior with desks and computers
7. Office interior with desks and computers
8. Office desk with papers and a lamp
9. Office desk with papers and a lamp
10. QR code
11. Samsung Careline: 1800-88-9999
12. www.samsung.com/my



## Modern Lifestyles in Samsung's Smartphone Printed Advertisement in T3 Magazine March 2013



## Modern Lifestyles in Samsung's Smartphone Printed Advertisement in T3 Magazine March 2013

**It doesn't take a genius.**

**IPHONE 5**  
4.0" screen  
4G LTE  
Retina Display  
1136 X 640 resolution  
Up to 225 hrs standby time  
Up to 8 hrs talk time  
Full HD 1080p video recording  
3.95 oz weight  
1GB RAM  
Siri  
16, 32 or 64GB fixed internal storage  
iOS 6.0 OS  
A totally different plug

**GALAXY S III**  
4.8" screen  
4G LTE  
HD Super AMOLED™ Display  
1280 X 720 HD resolution  
Up to 790 hrs standby time  
Up to 11.4 hrs talk time  
Full HD 1080p video recording  
4.7 oz weight  
2GB RAM  
S Voice  
16 or 32 fixed + up to 64GB microSD storage  
Android 4.0 OS  
Standard micro USB plug  
NFC  
Smart Stay  
S-Beam  
ShareShot  
Group Cast  
Direct Call  
Smart Alert  
Tilt to Zoom  
Palm Swipe Capture  
Palm Touch Mute Pause  
Picture In Picture  
Turn Over To Mute  
Shake To Update  
Removable battery

**The Next Big Thing Is Already Here**

**GALAXY S III**

[f /SamsungMobileUSA](#)

**SAMSUNG**

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1. It doesn't take a genius.
2. iPhone 5
3. Galaxy S III
4. 4.7 oz weight
5. S Voice
6. The Next Big Thing Is Already Here
7. GALAXY S III
8. /SamsungMobileUSA
9. SAMSUNG
10. ©2012 Samsung Telecommunications America, LLC. Samsung and Galaxy S are registered trademarks of Samsung Electronics Co. Ltd. Appearance of phones may vary. Phone screen images simulated. Above listed features are representative, not all inclusive.

## Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine February 2013

THE CONTENT YOU LOVE.  
NOW STREAMED FROM YOUR  
PHONE TO YOUR DEVICES.

Experience your content like never before with the new LG Optimus 7Q. The innovative "Play To™" feature allows wireless streaming of pictures, music and 720p HD movies to compatible DLNA-DMR enabled devices in real time via a wireless router. Also, enjoy in-built features such as X-box® gaming and "Scan Search" to find locations using augmented reality. Life's good when you're in control of your content.

Play To

Windows Phone

LG OPTIMUS 7Q

www.lg.com/optimus7q

\*The Play To feature only operates on compatible DLNA-DMR enabled devices. \*Streaming is limited to 720p HD compatible content. \*Content may not be suitable for viewing on mobile devices. \*The phone and Play To feature are not connected to the same network. Content may not be suitable for viewing on mobile devices. \*The phone and Play To feature are not connected to the same network. Content may not be suitable for viewing on mobile devices. \*The phone and Play To feature are not connected to the same network. Content may not be suitable for viewing on mobile devices.

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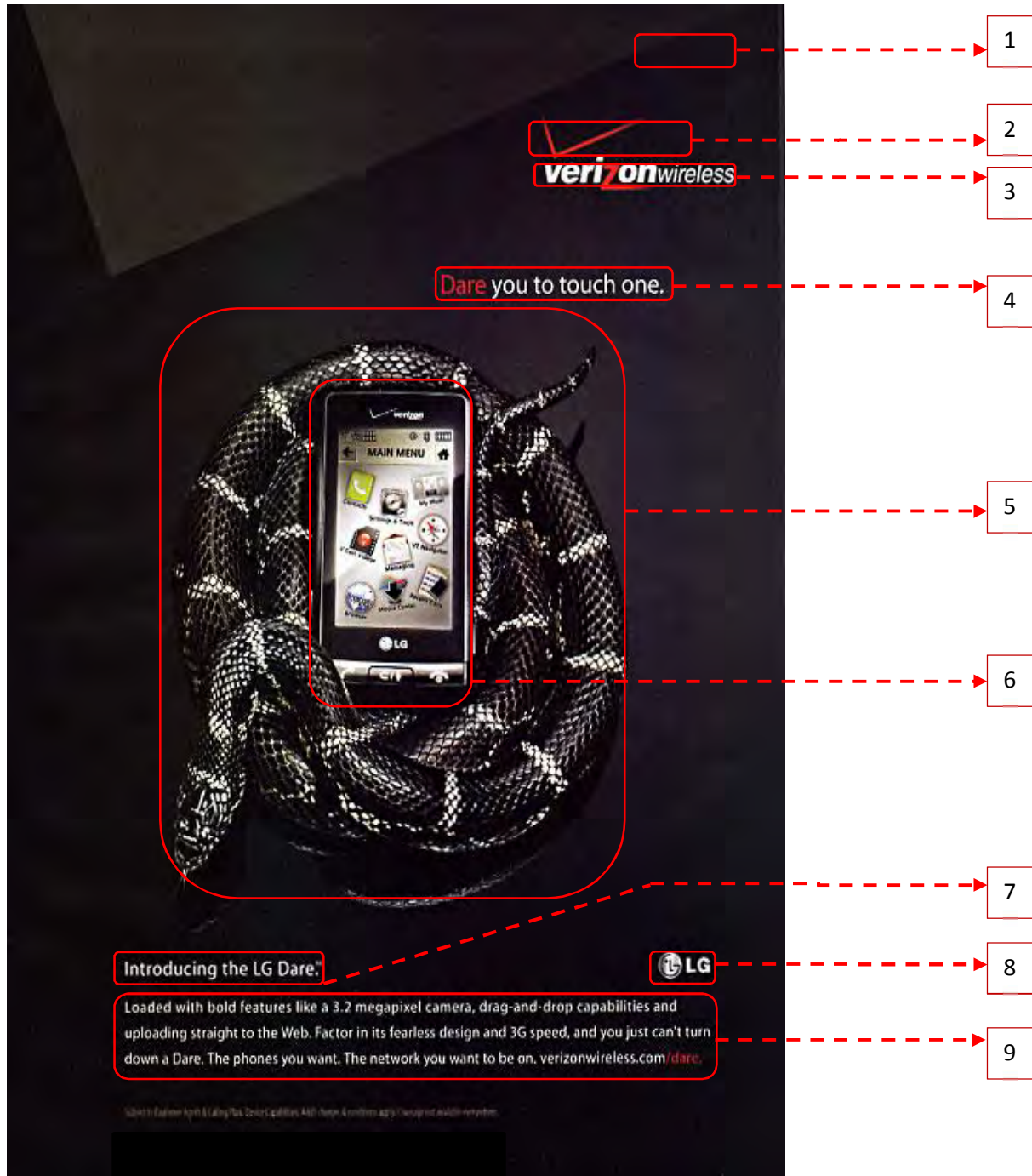
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## Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine March 2013



This advertisement for the LG Dare smartphone features a black and white photograph of a snake coiled around the phone. The phone's screen displays a 'MAIN MENU' with various app icons. The Verizon Wireless logo is at the top, and the LG logo is at the bottom of the phone. The background is dark and textured.

1 [Redacted]

2 [Redacted]

3 **verizon**wireless

4 Dare you to touch one.

5 [Redacted]

6 [Redacted]

7 [Redacted]

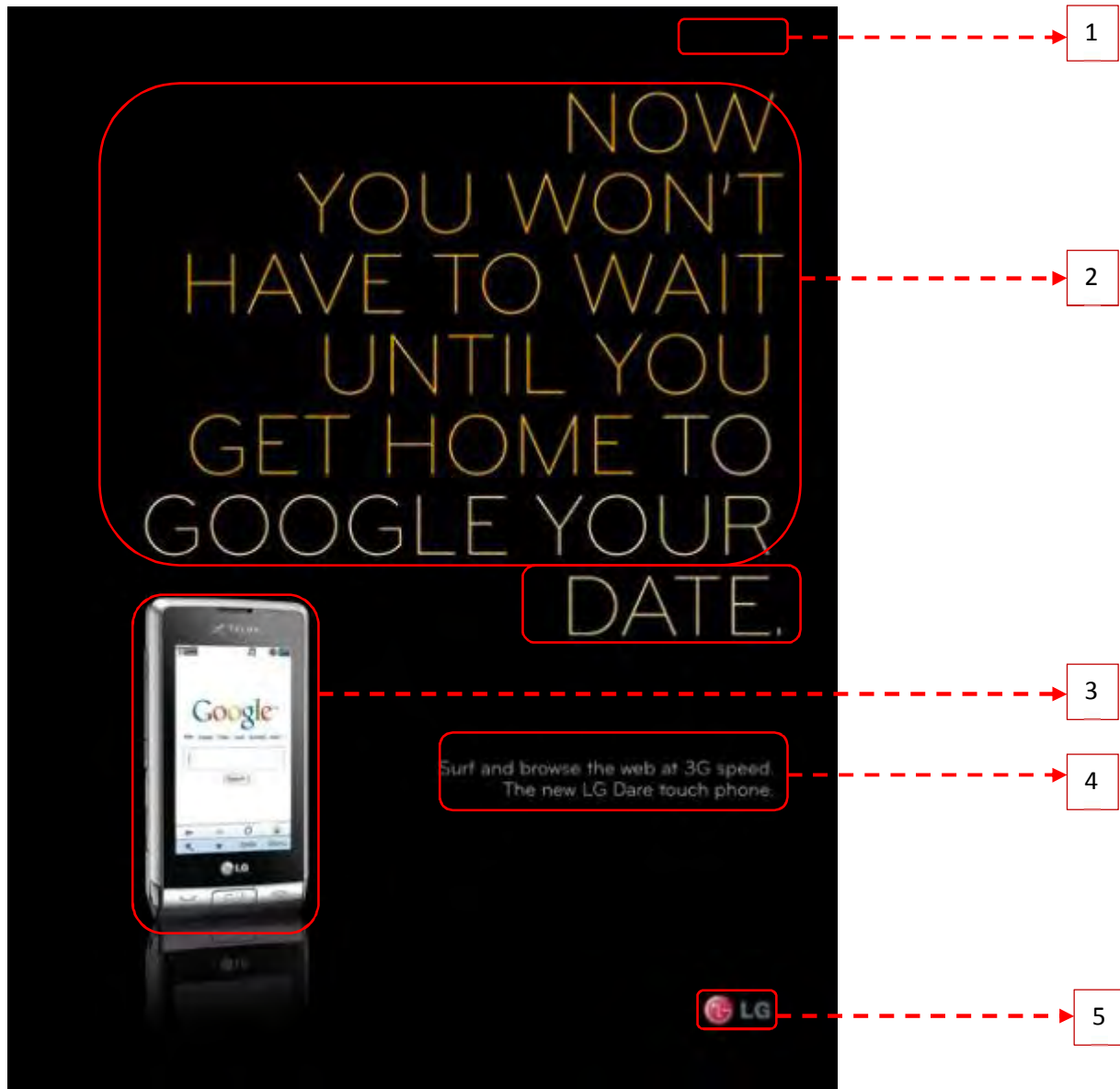
8 **LG**

9 Introducing the LG Dare.  
Loaded with bold features like a 3.2 megapixel camera, drag-and-drop capabilities and uploading straight to the Web. Factor in its fearless design and 3G speed, and you just can't turn down a Dare. The phones you want. The network you want to be on. [verizonwireless.com/dare](http://verizonwireless.com/dare).

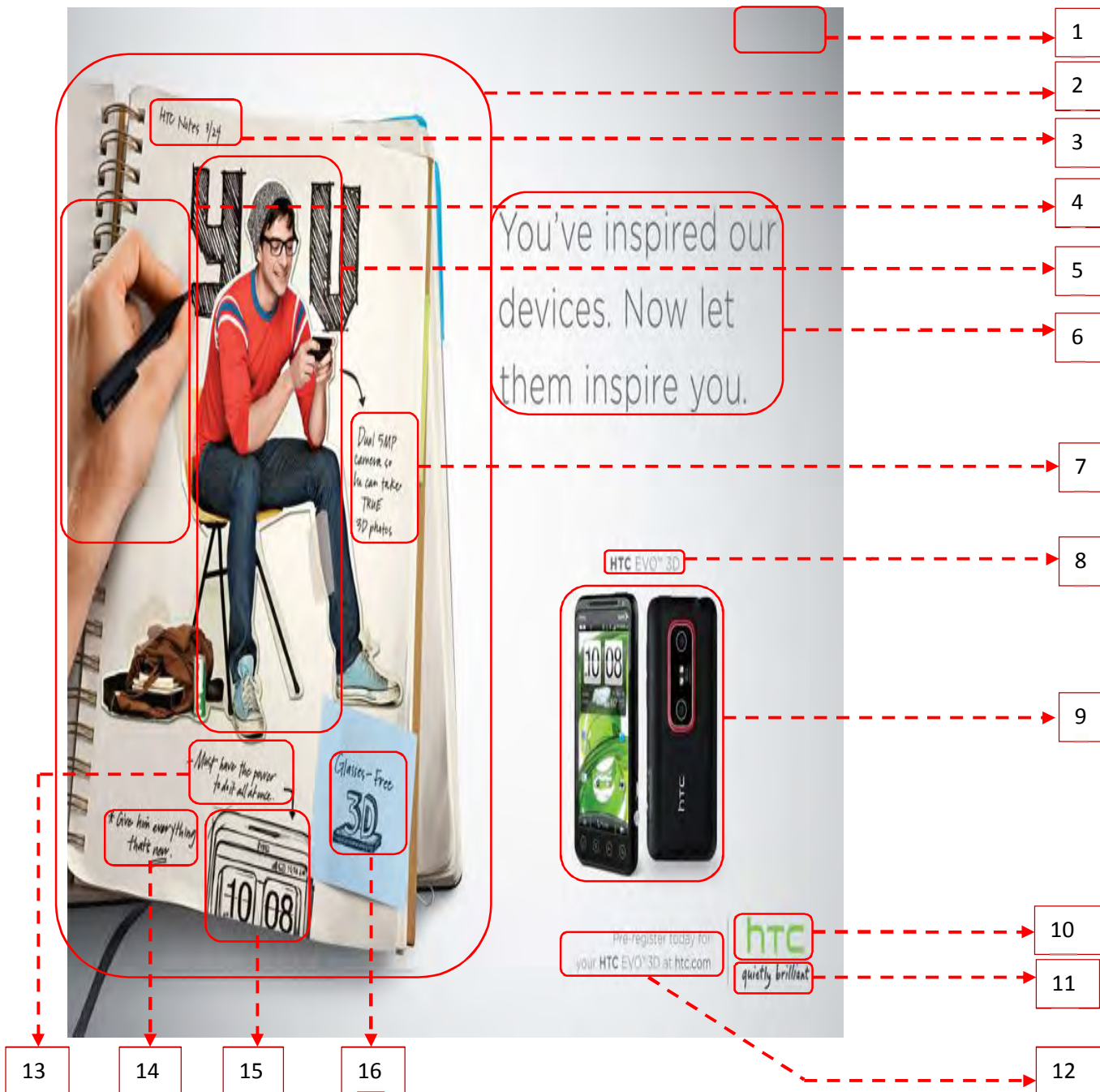
Screen features high & low light. Screen resolution: 480x800. Screen size: 3.2 inches. Screen not visible in all phones.



**Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine April 2013**



## Modern Lifestyle in HTC's Smartphone Printed Advertisement in T3 Magazine January 2013



## Modern lifestyles in HTC's smartphone printed advertisement in T3 magazine February 2013

The advertisement for the HTC ThunderBolt smartphone is presented as a page from T3 magazine, dated February 2013. The central image shows a man in a dark suit and sunglasses, holding a smartphone. The phone's screen displays the 'THUNDER BOLT' logo and '4G' text. The background is a light gray. Various elements are annotated with red dashed lines pointing to a list of 19 numbered items on the right.

Annotations include:

- Hand-drawn sketches of a man, a lightning bolt, a TV, and a smartphone.
- Text: "HTC Nites 4/15", "It's not from the future. It just acts that way.", "Beam HD movies from phone to TV", "Give him bragging rights", "4G FIRST", "HTC ThunderBolt™", "htc.com", "verizon", "BEST BUY", "htc", "quietly brilliant".
- Logos for Verizon, Best Buy, and HTC.

Numbered list of items (1-19):

1. [Red dashed line pointing to the top right corner]
2. [Red dashed line pointing to the top right corner]
3. [Red dashed line pointing to the top right corner]
4. [Red dashed line pointing to the top right corner]
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17. [Red dashed line pointing to the top right corner]
18. [Red dashed line pointing to the top right corner]
19. [Red dashed line pointing to the bottom right corner]

## Modern Lifestyles in HTC's smartphone printed advertisement in T3 magazine March 2013

The advertisement features an HTC Titan smartphone on the left, displaying a Windows Phone interface with tiles for Phone, People, Messages, and Mail. To the right of the phone is the HTC Titan logo. Below the logo is a headline and three lines of text. At the bottom left is a credit line, and at the bottom right is the HTC logo with the tagline 'quietly brilliant'. A large, colorful, hand-drawn illustration of a hand is positioned in the lower center, with the words 'SHOW & TELL' written on the palm. Red dashed lines connect 12 numbered boxes to specific elements in the advertisement.

1. HTC logo above the phone
2. HTC Titan logo
3. HTC Titan logo
4. A LITTLE OFFICE FOR YOUR BIG PRESENTATIONS.
5. Open, edit and save with Microsoft® Office
6. In the right hands, amazing things happen.
7. Watch David's presentation at [htc.com/titan](http://htc.com/titan)
8. Product Guru David Bruce
9. Windows phone
10. HTC
11. quietly brilliant
12. SHOW & TELL