Graphical User Interface

Shirley Chen | 2017-10-17
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A global technology leader with $43b in sales, 52,000 people, and customers in 160+ countries.
“NEW PC” Era

Personalized Computing +

Personalized Cloud
In this smart Internet era, Lenovo will provide **smart devices** that integrate applications, services and the best user experience, as well as robust **cloud infrastructure** to make life easier and better, and work more productive and efficient.

**DIFFERENT IS BETTER**
24 hours full day innovation
Seeking culture roots from global perspective
Design Team for the 2008 Olympic Games
Red dot Annual team 2013, 中国设计被国际认可的荣誉！
Leading Innovative Products

moto z

YOGA

TABLET
Different Mods Better Smartphones

- Moto Z2 Force Edition and 360 Camera Moto Mod launched
- Moto G5S and Moto G5S Plus launched
- Over 3M Moto Z units shipped
- #4 in ROW

“Without question, the Moto Z and Moto Z Force are Lenovo’s sleekest, most powerful and most feature-packed smartphones to date.”

—Mashable
Different Bends Better

Multimode PCs

• Growing the Yoga brand
• ThinkPad X1 Yoga: world’s lightest 2-in-1 business laptop
• The best gets even better with Yoga 910
• Miix 720 challenges the Surface
• Defining multimode experience

“Lenovo Yoga 910 is Sexiest 2-in-1 Yet”
- Laptop
Different Tablets Better Tablets

- Converging with PCs
- Both Android and Windows 8
Lenovo Design Achievements
Lenovo named to Interbrand’s list of the 100 best global brands
Development of GUI in China
Development of GUI in China

1. Lenovo put up a proposal to the patent office of China as the first enterprise to regard GUI as design patent protection object.

2. In 2014, SIPO issued the 68th decree: allow the issuance of GUI.
   - GUI design regarded as design patent protection object.

   - Put partial design into the protection scope of Patent Law.

Future

Focus more on the design
• Design patent demand about GUI:
  – GUI combined with physical products → (Required by the present Law)
  – GUI related to man-machine interaction and realize product function → (GUI is actually the virtualization of real operation panel of the product).
Development of GUI in China

- Acquire design patent protection
- Operation system interface
- Software interface
- Web app
- Interface with icon
- Device specific interface
Development of GUI in China

- startup & shutdown frames
- Gaming interface

- website
- wallpaper
Lenovo’s GUI protection strategy
Lenovo’s GUI protection strategy

- Worldwide Patent Layout
  - Regarding high value GUI design patent, make targeted layout worldwide based on each similarities and differences.
1st Smart Phone

Lenovo
Graphical User Interface
All In 1ne
The Great Innovation For Integration Bar
1st Yoga Home
thanks.
Different is better