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Sent: Sunday, September 16, 2012 8:27 AM
To: Jeffrey Epstein
Subject: Samsung

The Korean company appears to have momentarily given up all pretenses of 'class' in their provocative iPhone 5 bashing...

September 16, 2012 10:01 by M. Aldalou <<http://www.kippreport.com/author/muhammad-aldalou/>>

While Kipp generally prefers to not take sides, particularly in an awkward situation where two technology giants continue to bash at one another, we did find Samsung's new 'Apple-basher' rather intentionally provocative. Duh! It would appear that the Korean company hasn't had enough of lawsuits and is purposefully attracting another with their design of a new controversial advertisement aimed at demoting the iPhone and promoting the Galaxy S3. Actually, the public might see it as demotion but Apple would most likely take it as degradation.

The print advertisement (yes we see the irony), titled 'it doesn't take a genius' pretentiously claims the Galaxy S3 is the 'next big thing here' while depicting the iPhone as a relatively modest piece of technology by comparison. The title is, as Apple fans should know, a play on the 'Genius' brand of Apple.

Naturally, Samsung has failed to mention several important features of the iPhone while emphasizing on several rather trivial features of their own baby. It's not that Kipp doesn't believe in the Galaxy's performance and quality, but a stronger point could have been made if the information posted about their rival was more accurate. At the very least, it would have given the content a stronger feel of credibility rather than a petty targeting fueled by insecurity.

While it's clear that Samsung still holds a grudge and is yet to move on, it is seen as a bold move even for them.

It's not entirely clear yet which U.S. publications (or others for that matter) are getting ready to publish this advertisement, as it could pose as a risky move even for them. But naturally and funnily enough, a print ad that was intended to be published in the press today has already gone viral over the web. Perhaps that was Samsung's intention all along?

At any rate, we will let the ad below speak for itself.

<<http://www.kippreport.com/wp-content/uploads/2012/09/12.09.15-Ad.jpg>>

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