

## Apple vs Samsung: The Fight Goes On

Written by Marco Attard  
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Apple and Samsung were never the best of friends, not with still ongoing months-long copyright infringement litigation between the two. And now Samsung stabs at Apple fans with the latest Galaxy S II advert.



The advert in question concentrates on mocking the Apple aficionados queueing to get (presumably) the iPhone 4S, while "regular" Galaxy S II-using folks pass by. "This phone... is amazing," one of them says as the queuers look on.

"The Next Big Thing is Already Here," the advert concludes. Which is true, in a way-- the Galaxy is physically huge compared to other phones.

Clearly Samsung wants to get first time smartphone buyers, rather than try to convince iPhone users to switch phones. And a few sneaky digs at Apple (rather than, you know, show the actual device the advert should be selling) never hurt, right?

Or maybe Samsung is still hurting after getting dumped by Apple?

As one should know, Samsung produces iPhone and iPad displays... or used to, anyway. According to Jefferies analyst Peter Misek, Apple is shifting display production to Sharp-- and Apple is buying \$500 million to \$1 billion worth of manufacturing equipment for the Sharp Gen 6 Kameyama facility.

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The purpose? The production of iPad 3 and iPhone 5 LTE displays. Sharp will use the IGZO (indium, gallium, zinc) process, which offers near-OLED power consumptions while lowering production costs.

According to Misek, Apple and Sharp will also team up in OLED panel (for small and mid-sized iPhone and iPad use) development for the next 1-2 years, in a further blow at Samsung's supposed lock on the OLED market.

Misek also has predictions on the much-rumoured Apple "iTV"-- saying "we believe that Apple will take a line at the [Sharp] Gen 10 Sakai facility and produce a modified version of the Amorphous TFT." If this is the case, it will "put an iTV launch as early as the middle of 2012, which aligns with our other iTV checks."

For a worthy finale, Misek says "Apple has shifted a small amount of its Flash procurement from Samsung to Toshiba," a move he describes as "significant and symbolic." Very much so, we think.

What next for Samsung, then? Definitely more snarky anti-Apple commercials are in the works, and Foss Patents reports Samsung vs. Apple will go on, and on, in courthouses in the EU and elsewhere.

Watch [Samsung "Next Big Thing" Galaxy S II Commercial](#)

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