

# Smartphone – Transformer (Bracelet Phone)

GEN TRIZ Case Study

## Background

- There are two form factors of communication devices: phones and bracelets. Phones have large displays, but not that convenient, because they make hands busy. Bracelets are more convenient, but have much smaller displays.
- The Problem: how to make a communication device convenient like a bracelet, but having a large display?



## TRIZ Problem Solving

- The Problem:
  - How to make a communication device convenient like bracelet, but having large display?
- Physical Contradiction:
  - The communication device should have bracelet form factor to be convenient, however it should have phone form factor to have large display
- Contradiction Resolving Approach:
  - Separation in time
- Inventive Principle / Trend of Engineering System Evolution:
  - Dynamicity
- Solution:
  - Flexible smartphone that can be folded around a wrist
  - US Patent 2018/0103132 (Samsung)

# Advantages

- High comfort
- High display

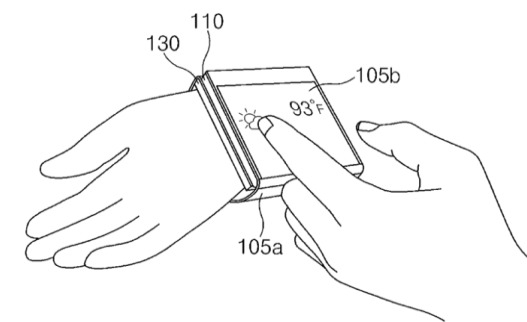
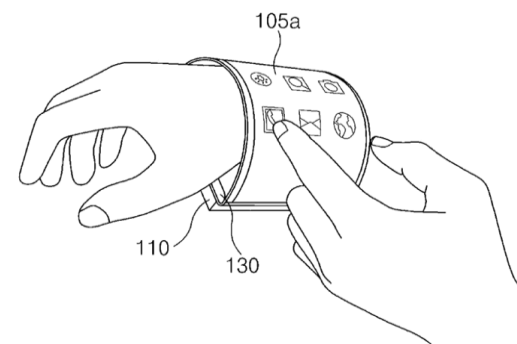
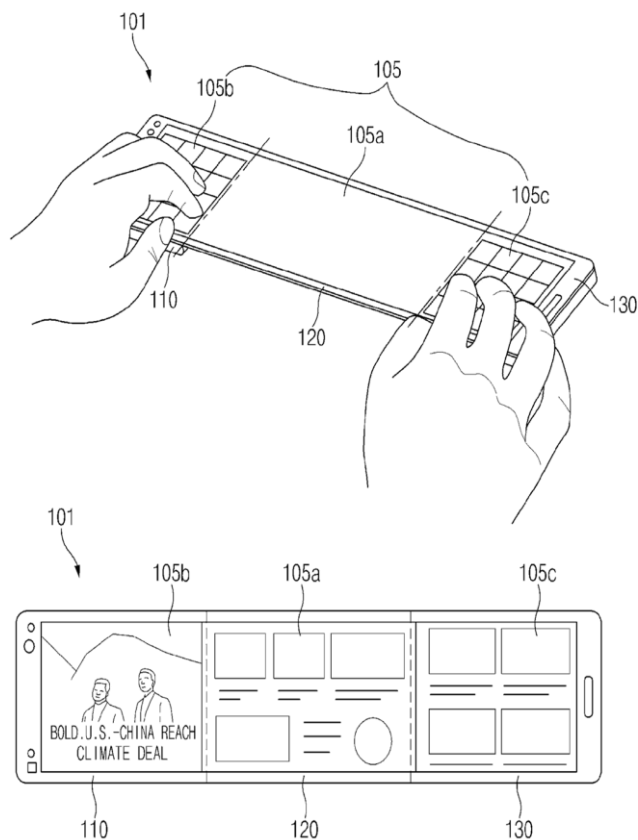


FIG. 6A