

LG Electronics Unveils the F7100 Digital Qiblah Phone with Embedded Compass, Direction Indication and Azan Feature

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LG Electronics has set a new benchmark in regional innovation with the launch of its Mecca indicator mobile handset, the F7100 Qiblah phone. The F7100 model is equipped with more upgraded functions compared to the initial Mecca indicator phone launched last year. Thus, LG Electronics is pushing to further strengthen its region-friendly marketing.

LG Electronics has introduced to the market the Qiblah phone (model:LG-F7100) which comes complete with embedded compass, direction indication and prayer time alarm (Azan feature), usable in 500 cities worldwide. LG Electronics has launched the Mecca indicator phone in UAE, Saudi Arabia, Iran, and other Middle East nations, as

well as North African nations. LGE held a launching ceremony in Dubai, on July 20th.

The LG-F7100 model indicates the direction of Mecca to the users when they input their location in about 500 cities worldwide. This is different from the Mecca indicator phone unveiled last year that required the users to input their location and adjust the compass, which was provided as an accessory, to the north. The new model also informs the users of their prayer time (Azan time) five times a day.

Muslims perform their obligatory Salat prayers five times a day (sunrise, noon, afternoon, sunset, and midnight). Likewise, they have to face Kaaba, an old temple in Mecca, and this Mecca indicator phone enables them to identify the direction easily, including in areas such as deserts.

The Qiblah phone, which already created a sensational response in the market last year, offers slide-down and intenna (internal antenna) features; thus boosting the expectation of its rising popularity among the consumers.

Attending the LG-F7100 launching event were Kenn Suh, Executive Vice President of Telecommunication Equipment and Handset Company at LG Electronics, Ki Ho Kim, President of LGE Middle East and Africa, and P.C. Choi, President of LGEGF, as well as 120 medial-related personnel including those from major broadcasting and newspapers in Turkey, Iran, and Gulf Harbor region.

As the prayer time-informing Azan music effect of the Qiblah phone signaled the beginning of the ceremony, LG Electronics laser displayed a scene of connecting the Mecca Temple to relevant cities in nations worldwide which were marked by their banners. It further impressed the attendees with the theme of 'Stay In Touch With Your Faith.'

LG-F7100 offers Mecca indication and alarm features, as well as Arabic-based user interface. It is a GPRS multimedia-feature mobile phone that offers MMS (multimedia messaging service), ring tones, background pictures, and JAVA games.

LG Electronics is set to introduce the Mecca indicator phone to India, Malaysia, and Indonesia, as well as Turkey, Eastern European nations, Morocco and other North African nations, in addition to the Middle East.

Kenn Suh said, "The Qiblah phone is the product of our on-going effort to meet local and cultural demands. We had conducted market research on the culture and needs of the customers in the Middle East. LG Electronics plans to continually develop and unveil specialized products tailored to the needs of the local market."

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