

## LG releases world's first DMB notebook PC

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Global and regional digital leader LG Electronics has unveiled the world's first terrestrial digital multimedia broadcast receiving mobile (DMB) television-enabled notebook computers.

Users can now watch high-definition mobile digital broadcasts via laptop PCs anywhere, anytime. The LG Xnote Express LW40 notebook series is based on the latest Intel Centrino mobile technology, formerly codenamed Sonoma. The model features a 14-inch wide LCD screen with a WXGA resolution of 1280x768 and a contrast ratio of 15:9, perfect for watching DVD titles and films. The bright LCD screen installed in this model shows deep and clear images, to appeal to consumers who seek enhanced entertainment features.

'This terrestrial DMB laptop has opened up a new world where people can watch terrestrial DMB TV via a computer,' said K H Kim, President,



LG Electronic Middle East and Africa Operations. 'Multimedia functions influence purchase decisions of notebook PCs, and with this new launch, LG's Express notebooks now offer a total mobile computing solution to fulfils the demands of users at all levels and purposes. Our notebook business is growing; LG notebooks have been well received in the market and we sold notebooks worth US\$25 million in the region last year. The DMB handset market has enormous growth potential and we are targeting sales of US\$100 million in notebook sales this year.'

The notebook PC features functions like watching and recording terrestrial broadcasts, channel registration, broadcasting-reception sense indication, picture capture and channel scanning. The notebook also does an intelligent update where it automatically upgrades software to improve user convenience.

There are, currently, three versions of the DMB enabled notebook PC with different form factors. The premium notebook PC (model: LW40-P1LK) features a Pentium M 1.6GHz CPU, 512MB Double Data Rate 2 (DDR2) memory, and large capacity hard disk drive at 80GB. This model also utilises the high performance graphic chip (ATI Mobility Radeon X600) to enhance entertainment functions such as 3D games and videos.

In particular, the DBM-enabled notebook PC utilises DBM antenna and signal treatment modules that can be replaced with an optical disc drive (ODD) in the notebook PC. This allows users to opt between the DBM module and the ODD, increasing mobility. The regular model (LW40-11HK) is equipped with Pentium M 1.6GHz CPU, 512 MB DDR2 memory, 60GB hard disk drive, and Intel's GMA900 graphic chip. The popular notebook PC model (W40-ENHK) features Celeron M 1.4GHz CPU, 512MB DDR2 memory, and 60GB hard disk drive.

'DMB technology will open up a new world of mobile possibilities. This



breakthrough, along with our satellite DMB phone, proves LG's capabilities and gives us the momentum to lead the multimedia mobile handset market revolution. Using terrestrial DMB technologies, LG will aggressively penetrate markets including Europe, South America and China. I am convinced this will help us achieve our goal of being the top three players in the global electronics segment by 2006,' Kim added.

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