

# LG Launches Versatile LG-KF700

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LG-KF700 Cell Phone

LG Electronics today launched its LG-KF700, a new multimedia phone that combines three input methods to create an amazingly intuitive user interface and provides instant access to features.

The LG-KF700 is the first phone to integrate three separate input methods, including a 3-inch touchscreen, alpha-numeric keypad and Shortcut Dial. Each of these input methods is assigned to the tasks at which it is most best suited, creating a user-optimized interface and making all of the phone's functions and features instantly accessible.

“LG has already established itself as a leader in phones with touch technology with Chocolate, the Prada Phone by LG and Viewty, and the LG-KF700 continues this legacy,” said Dr. Skott Ahn, President and

CEO of LG Mobile Communications Company. “We realize that touchscreens are a wonderful advancement, but they are not the solution for every problem or every user. We looked beyond just touch when designing the LG-KF700 and studied how people actually use their phones. The LG-KF700’s three separate input methods provide unmatched convenience and mean that users don’t have to give up anything to gain a touchscreen.”

The LG-KF700’s 3-inch full touchscreen provides easy access to features and widgets, an adaptive onscreen interface and a wide aspect ratio that is perfect for watching movies or browsing the internet.

The Shortcut Dial on the back of the phone quickly scrolls through six user-selected features by controlling a virtual dial on screen, eliminating the need to dig through menus. The Shortcut Dial can also be used to zoom in on web pages, scroll through e-mails or adjust volume.

The third input method on the LG-KF700 is its alpha-numeric keypad, a feature that customers asked LG to retain because of its familiarity and because it simplifies the process of making phone calls and is excellent for typing text messages.

Together, the LG-KF700’s input methods become even more powerful. When browsing the internet on the wide touchscreen, the shortcut dial zooms in and out on websites. When sending text messages, the alpha-numeric keypad provides all of the letters, while frequently used symbols are readily available on the touchscreen. These symbols change based on users text messaging habits.

One of the LG-KF700’s powerful multimedia features is a full featured Web browser that provides full access to Google Search, Blogs, Gmail, Maps and Youtube. Support for HSDPA 3G networks\* makes web browsing extremely fast and makes other features like video telephony

possible. Other features include an MP3 player, MPEG4 video player, 3.0-megapixel camera, Bluetooth connectivity and more.

All of the phone's multimedia features are packed into a slim and stylish package with a clean, minimalist look. The LG-KF700 is available in black and silver versions, as well as a black version with chrome accents.

LG first announced the LG-KF700 at the GSMA Mobile World Congress in Barcelona, where it met an enthusiastic reception. The phone is now available in Europe and will become available in other markets in the following months.

Source: LG

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