

LG Unveils New LG Chocolate Cell Phone (LG-BL40)

July 30 2009



New LG Chocolate

LG Electronics officially revealed today the full image and key specifications of the new LG Chocolate phone (model: LG-BL40).

The fourth handset of the Black Label Series boasts a distinctive 4.0-inch wide screen high-definition LCD with an 800 by 345 pixel resolution for a superb viewing quality. The wide screen breaks away from conventional screen designs with a 21:9 aspect ratio for a panoramic, cinema-like quality and optimal mobile computing experience.



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With the enlarged screen, users will experience a surprisingly convenient and efficient mobile environment. Browsing the Internet is made incredibly easy because with 800 pixels at one's disposal, there is no need to scroll horizontally to read entire web pages. The 4.0-inch display also features a Dual Screen UI that can efficiently display two different types of content simultaneously.

The wide HD LCD 'Real VGA' screen provides a full range of natural colors for displayed images, making photos more crisp, videos more true-to-life, games more dynamic and documents more readable.



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“The initial response to the new LG Chocolate phone has exceeded our expectations by a wide margin,” said Dr. Skott Ahn, CEO of [LG Electronics](#) Mobile Communications. “Although much interest seems focused on the striking shape of the handset, the real surprise will be when people discover the advantages of the 4.0-inch screen in terms of viewing pleasure and ease of use.”

The new LG Chocolate’s wide screen is overlaid with curved tempered glass and is seamlessly encased in a glossy black finish and iconic red highlights. Although the screen may be much wider, the new LG Chocolate makes an incredibly slim and chic style statement that was also inherent in the original Chocolate.

The new LG Chocolate will be available beginning Q3 in 54 countries.

Source: LG

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