

LG Releases New Chocolate Model (LG-BL40)

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LG Chocolate (LG-BL40)

LG Electronics today announced the worldwide retail release of the highly anticipated new Chocolate (LG-BL40). The stunning fourth handset of the Black Label Series will be available in Europe from mid-September before making its way around the world.

With the introduction of this bold new shape, the new Chocolate is essentially reinventing the way consumers view and use mobile phones. Designed with sleek sophistication, the strikingly unconventional 4-inch wide screen opens up an enlarged and more optimal space for “on-the-go” computing, allowing for an entirely new mobile experience that raises the bar of innovation.

Users will see things differently with the widened 21:9 panoramic display that establishes a new level of visual comfort for the reading of web pages and e-mail and dramatically brings videos and games to life with cinematic flair. Going wide also allows for the dual screen era to finally be brought to [handsets](#) for enhanced usability, which when combined with LG's upgraded and intuitive S-Class UI brings a whole new meaning to the words "user friendly".

"The new LG Chocolate will dramatically change the way we interact with our phones," said Dr. Skott Ahn, CEO of [LG Electronics](#) Mobile Communications Company. "The new Chocolate reflects the originality and sophistication of the Black Label Series and like its predecessor, we are confident that the new Chocolate will create its own legacy and further enhance our standing in the market."

Beginning from the UK, the new LG Chocolate will be released across the Europe in September and will be expanded to the rest of the world from October 2009.

Source: LG

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