

LG to launch curved smartphone in Europe

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LG G-Flex smartphone is seen on display during the 2014 International CES, at the Las Vegas Convention Center, Nevada, on January 7, 2014

South Korea's LG Electronics said on Tuesday it would start selling its first curved-screen smartphone—seen as a first step to fully flexible products—in Europe next month.

The "G-Flex" was introduced in Seoul in October and will hit stores in some 20 European nations, including France, Germany, Britain and Sweden, the firm said in a statement.

The G-Flex is curved on the vertical axis of the handset, which LG says

offers a more [immersive viewing experience](#) and fits the contour of the face.

LG said the new phone—already available in Asia—would also be introduced in the United States by the end of March.

LG, the world's fourth-largest smartphone maker, did not provide any pricing details.

Curved screens are still at a nascent stage in display technology, which is shifting towards flexible panels that are bendable or can even be rolled or folded.

Handset makers including Samsung have launched curved-screen smartphones recently as they seek to stoke consumer interest in the increasingly saturated market with a new technology.

Samsung launched its first curved smartphone—the Galaxy Round—in October to a tepid reception from consumers disappointed by the largely experimental device.

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