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LG's Android Phone Makes Social Networking Even Friendlier

Seoul, November 10, 2009 -- LG's first Android smartphone, LG GW620, represents the company's social networking vision to deliver a new kind of mobile experience for the growing number of consumers who insist on having their social networking tools with them wherever they go. The LG GW620 is perfectly positioned for the growing trend of mobile social networking.

According to research firm Frost & Sullivan, "the combination of increasing smartphone sales and the insatiable appetite for social networking provides an ideal market for social networking smartphones to take hold."

Most Popular SN Sites Integrated

With the LG GW620's SNS Manager, users can simply check a friend's status, leave comments or update their own social networking sites remotely. The SNS Manager integrates all of one's social networking needs in one convenient platform for the managing of multiple accounts while receiving real-time updates. Even when searching through the phone's contact list, users can still view updates from friends and be taken directly to their sites if desired.

Unique to the LG GW620, the Auto Face-Tagging and Face To Action technology never forgets a face. So no matter where one goes, friends and family are no more than a finger touch away. Simply tag a friend's face in a photo and one can easily execute a range of remote functions such as uploading photos to a favorite site or connecting through SMS, MMS or voice by simply touching the face on the display.

Connect With Comfort

As a social networking smartphone, the LG GW620 replicates the comfortable environment of the PC for a more convenient social networking experience. The finger-friendly, 5-line slider QWERTY keyboard coupled with one of the fastest web browsers around allows for speedy surfing and smooth streaming of video with every favorite Google applications close at hand.

The instant messenger, threaded SMS and real-time push email functions keeps one more connected than ever before. Feeling chatty? Just touch a name on the screen to see who's logged on. One more touch and start chatting.

Create New Content For Sharing

The LG GW620 embraces the latest multi-entertainment features to deliver a rewarding, realtime create-and-share user experience. The crisp 5-megapixel AF camera and high-resolution video recorder capture content that can be enhanced with the phone's fun editing tools to let users shoot, slice and splice together their own multimedia masterpieces. Once satisfied with the final cut, all it takes is another simple touch to upload and share experiences with loved ones.

The full studio of entertainment offerings includes a dynamic HVGA 3-inch LCD for true-to-life viewing of friends' videos with DivX and Xvid support and the added convenience of a 3.5-mm audio jack for more enjoyable multi-tainment on the versatile device.

“LG’s first Android phone, LG GW620, was developed with social networking in mind from the start,” said Dr. Skott Ahn, President and CEO of LG Electronics Mobile Communications. “Social networking has become ubiquitous and an important way for many of us to stay connected with friends, family and coworkers. Our smartphones are designed with the lifestyles of our users in mind and seamlessly integrating social networking features in our handsets will enable LG smartphone owners to be more accessible and better connected.”

The LG GW620 is the first of a number of Android devices LG plans to introduce to the public in the coming year. The LG GW620 will be available worldwide starting in Europe from mid-November. Fans can follow LG GW620 on Facebook (www.facebook.com/lggw620) and Twitter (@LG_GW620) starting November 10. LG GW620 users will also be able to download Google-verified applications directly to their phone from the Android MarketPlace.

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of \$44.7 billion, LG comprises of five business units - Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world’s leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both A Global Partner of Formula 1™ and A Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event.

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit www.lge.com.

Appendix - LG GW620 Full Specification

Basic Specification	Type	Touchscreen and slide-out QWERTY keyboard
	RF band (two types)	GSM (850 / 900 / 1800 / 1900 MHz) UMTS (900 / 2100 MHz)
	Dimension : L x W x D (mm)	109 x 54.5 x 15.9 mm
	Weight with batt. Standard (g)	139 g
	Standard battery, Max (mAh)	Li-On polymer 1500 mAh
	Standby time, Max (hrs)	600 (@GSM PP=9), 500 (@3G DRX=8)
	Talk time (hrs)	8.1 (@GSM PCL=10), 7.7 (@3G Tx=0 dBm)
	Display LCD	262K TFT 3.0" HVGA Resistive Touchscreen
	Vibration alert	O
	SIM toolkit	O
	Data / Fax	O / X
OS	Android Cup Cake	O
Touch UI	S Class (Android version)	O
Internet	Browser	Android Webkit browser
	Wi-Fi	O
	WAP	X
Messaging	SMS / MMS	O / O
	Video MMS	O
	Push Email	O
	Instant Messaging	O (Google Talk, Windows Live Messenger)
	Predictive Text input (T9)	O (Word completion)
Data Connectivity	IrDA	X
	USB / PC Sync	O (2.0 HS) / X
	Micro USB	O
	WLAN	802.11b/g Wi-Fi
	Bluetooth	O (2.0 EDR)
	Send Data using Bluetooth	X
PIM	Scheduler / Alarm	O / O
	Phonebook (# of names)	TBD
Personalization	Wallpaper	O
	Picture / Ring Tone Downloading	O / O
Advanced Feature	Speaker Phone	O
	Video Telephony	X
	Java (Version)	O (2.0)
	MIDI (polyphonic)	X
	Key Tone Effect	O
	Built-in Game(# of games)	TBD
	FM Radio	O
	VOD / AOD	O / O
	Audio Codec	MP3, AMR, AAC, AAC+, WAV, WMA
	Video codec (Video Recording / Video Playback)	MPEG4, H263@QVGA 24 fps MPEG4, H264@HVGA 24 fps, WMV, DviX
	Main Camera	5 Megapixels AF (with LED Flash)
	User Memory	150 MB (TBD)
	Internal Memory	4G/2G
	External Memory	microSD slot (supports up to 32 GB)
	MP3 Support	O
	TV-Out	X
	GPS (A-GPS/ Stand alone)	O / X
Document Viewer	O	
3.5mm Jack	O	
Accessory	Included	User Guide, Battery, Travel Adapter, MicroUSB cable, Ear Mic., microSD
	Out-box	Bluetooth stereo headset pouch