

By: ~~March 2008~~ March 2008, Communications News Editor

[LG Ice Cream Phone Released](#)

Sweet is in the air

After the popular Chocolate series which brought LG high profits, the South Korean company now comes with a new **phone** that bears a sweet name, and that is "LG Ice Cream". Not a new device in the true meaning of the word, the Ice Cream phone is an upgraded edition of the LH5000 (or LH-5000) model, first released in the summer of 2007 (Korea-only). The new LH5000 comes in three color versions: vanilla (white), pistachio (blue) and strawberry (pink), just like three kinds of the tastiest ice cream. Due to the fancy colors it comes with, the handset will probably be popular only among **girls**, but that's not a bad thing at all. As the original LH5000, the Ice Cream phone comes in a clamshell form factor, measures 100.9 x 50.9 x 13.6 millimeters and weighs 101 grams. The handset packs a 2.2 inch TFT display with 262k colors support and a QVGA (240 x 320) resolution, 3G connectivity, a 2 Megapixel camera, secondary video-call camera, Internet and email capabilities, several dictionaries and so on. The battery included in the Ice Cream phone is not among the most powerful, being capable to provide only about 2.5 hours of talk-time and up to 140 hours of stand-by time. The Ice Cream phone is currently available only in South Korea, for a suggested retail price between 400,000 and 500,000 KRW, meaning about \$400 - \$500. No details about a future availability for other markets, but I guess Europe and America will also want to get some mobile ice cream. Having Chocolate and Ice Cream phones now, I assume **LG** could also roll out other dessert-orientated handsets. I even have suggestions: a Blueberry Pie phone (to compete with BlackBerry, maybe), a Pudding one and, why not, a Lollipop one. That's it, LG, make me your Marketing Manager.