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LG Iron Man
LG

[LG Iron Man For the Superhero in You](#)

Luxury edition of LG Shine

LG presented, during CTIA Wireless 2008, a special edition of its popular Shine mobile phone: LG Iron Man. Created for a new campaign in partnership with Paramount Pictures and Marvel Studios, the handset comes with the future release of Iron Man, the movie, which should hit the theaters on the 2nd of May 2008. Being a luxury edition of LG Shine (KE970), LG Iron Man is dressed in solid gold (18k). Only 100 Iron Man handsets are made, so it will be pretty difficult to get one. Aside from the expensive case, LG Iron Man brings the same basic features that LG Shine has: 2.2 inch TFT display, 2 Megapixel camera, EDGE connectivity, email, Web browsing and so on. LG showcased the Iron Man phone together with the Iron Man Mark 3 suit in Las Vegas, at CTIA Wireless, to the delight of both film enthusiasts and [mobile phone](#) users. Ehtisham Rabbani, vice president of product strategy and marketing for LG Mobile Phones, said about the Iron Man campaign: "In an effort to reach avid movie-goers and wireless technology enthusiasts, we are leveraging a myriad of vehicles in this fully integrated, action-packed campaign. In so doing, LG is aligning with some of the most admired and established global brands in entertainment, as well as 'Iron Man' lead character, Tony Stark (played by Oscar nominee Robert Downey Jr.) who we see as the ultimate gadget guru of the superhero world." LG's Iron Man phone costs no less than \$2000, which is pretty expensive for a normal mobile user. However, LG offers you the chance to get an Iron Man handset for free, but only if you visit the Inside the Suit website, found at [this address](#), starting the 15th of April (at the moment the site is "coming soon"). If you won't win an Iron Man phone, you can at least enjoy the Iron Man movie, directed by Jon Favreau and starring Robert Downey Jr. Here's a YouTube trailer: