

23 February 2008

By: Florin Troaca, Communications News Editor



LG SH150A presented  
by LG's girls  
LG

## [LG SH150A with 26 Million Colors AMOLED Display](#)

*Retails for about \$465*

[LG Electronics](#) has recently presented one of its latest mobile phones, LG SH150A, a slider that comes with an AMOLED display, which is far more evolved in terms of quality than a classic TFT display. AMOLED (Active Matrix Organic Light-emitting Diode) screens provide crisper images and a significantly faster response time (0.01 ms) than the TFT ones. Moreover, they don't require a backlight to function, reducing this way the power consumption. LG SH150A is an improved version of LG SH150 (announced in August 2007), a phone that has a normal TFT display capable of showing only 262,000 colors, as opposed to the AMOLED display of LG SH150A which can show 26 million colors. There are no details about the SH150A's dimensions, but since the SH150 model measures 100.5 x 50.8 x 15.6 mm and weighs 110 grams, we can assume the new SH150A comes with the same size and weight, since the handsets look the same. Besides the AMOLED display, LG SH150A also offers HSDPA connectivity for data transfer speed of up to 7.2Mbps, DMB-TV, a 2 Megapixel camera with video recording, Media player, microSD card support to boost the internal memory, electronic dictionary and other features that have not been revealed yet. The phone's battery is a 800mAh one that can provide up to 150 minutes of talk time and up to 150 hours of stand-by time. For the moment, LG SH150A is only available in [South Korea](#), for 440,000 Won (about 465 USD or 315 Euros). We can't say if the phone will be available on other markets too, but we sure hope so, as there aren't many handsets to offer a display as nice as LG SH150A's one. [LG](#) believes that AMOLED technology is the future of mobile phones displays, hence it will continue to produce and sell AMOLED-featured handsets. Which is good.