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LG Secret
LG

[LG Secret's 5 Megapixel Camera Relies on a Zoran Processor](#)

APPROACH 5C, more exactly

Zoran Corporation, an American company based in Sunnyvale, California, announced today that its APPROACH 5C multimedia processor was embedded into LG's latest 5 Megapixel flagship handset, namely LG Secret KF750. The APPROACH processor is also the one that powers another [5 Megapixel](#) phone made by LG, the fashionable [Viewty](#). Zoran's processor and its VideoZoom technology are at the core of LG Secret's 5 Megapixel camera, allowing it to provide a picture quality at ISO800 standards and video recording at 120 fps. Furthermore, Zoran says that, thanks to the APPROACH multimedia processor, the Secret is the first mobile phone capable of providing "video capture equivalent to 4X optical-zoom." Talking about both the Zoran processor and the Secret, Dr. Woo-Young Kwak, executive vice president, mobile handset R&D center, LG Mobile, said: "LG's ultra thin Secret is the slimmest 5 megapixel camera phone on the market at 11.8 mm thick, making it easy for consumers to carry and capture memories from life's important events. Zoran technology enables the high quality still and video capture that consumers want when they only have a few seconds to take an important shot. Built-in photo and video editing features, including 'facial' editing, allow photographers to further improve their pictures. There are many other multimedia features delivered in the LG Secret such as Internet access, gaming, music and an FM radio that are sure to please in this stylish compact design." Coby Sella, senior vice president and general manager of Zoran's Mobile Division, also said: "We were pleased to deliver on the challenge of enabling an advanced camera experience in LG's ultra slim Secret camera phone. Building on our worldwide leadership in digital camera technology, we worked closely with LG to provide high quality still and video capture with the smallest commercial sensor pixel size. The APPROACH 5C processor provides Secret phone users a compelling multimedia experience. The video unit provides recording control for true Zoom-in experience, high-speed time-lapse videos, and high-quality slow motion. We expect LG's ultra slim Secret mobile phone will be as popular with consumers as the successful Viewty camera phone." All good, but what I don't understand is why the *APPROACH announcement* has been made today, since LG Secret is already on the market, as of last month. Anyway, in the end it doesn't really matter. More important is the fact that the Secret is a very nice device.