

28 February 2006

By: Sorin Trusca, Communications News Editor



LG Launches "White Chocolate" Phone

The phone has a lavender scented keypad

After the release of the "Chocolate" phones in last year's November, LG is going to release another handset from the series, the LG SV590. This time, the new phone will have the color of white chocolate, to contrast with the former dark one and, as bonus it will have the keypad scented with lavender. The original phone had a huge success, with more than 4000 units sold in the first day of release and over 300,000 sold until now. More models were released this year with the occasion of Valentine's Day. As a marketing strategy, LG sent chocolate e-cards to people and organized a lottery contest which gave away 20 phones. The LG SV590 is a slim [slider](#) phone, measuring only 14.9 mm in thickness. It comes with a 2 inch QVGA LCD display, [MP3](#) player and 512 MB of on-board [memory](#). LG considers that the "Chocolate" handsets "will become must-have items among fashion minded people".