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LG KF700  
LG Electronics

## **MWC 2008: 12 New Handsets from LG, Including the High-end KF700**

*LG KF700 is the world's first handset with three separate input methods*

**LG Electronics** is showcasing these days a wide range of new handsets at the Mobile World Congress 2008 in Barcelona, Spain, all of them from the K-series family. The flagship phone among the new devices is nevertheless LG KF700, presented by the South Korean company as the world's first handset with three separate input methods. LG KF700 brings a minimalistic but elegant look, an incredibly intuitive user interface and high-end multimedia features. With a 3 inch touchscreen display, an alpha-numeric sliding keypad, Shortcut Dial and user-optimized navigation, KF700 provides easy, instant access to any of its features and functions. LG KF700 comes with a full-featured Web browser to offer the best possible access to Google Search, Maps, Gmail, Blogs or Youtube. The HSDPA connectivity provides high-speed data transfers, while other multimedia features like MP3 player, MPEG4 video player, Bluetooth and the 3.0 Megapixel camera make LG KF700 a complete high-end mobile phone. LG KF700 will first be available in Europe, at the end of 2008's first quarter, for a price that hasn't been disclosed yet. Another high-end handset showcased by LG is **LG KF600**, first announced a few weeks ago, a slider phone that comes to lure consumers with its touch-sensitive navigation pad called InteractPad. This new interface replaces physical navigation buttons with virtual keys that change in order to fit any task and provide a simple way to navigate the phone's features. The InteractPad is ideal to control KF600's audio player, camera or video camera. For an easy use, the virtual pad comes with multi-sensorial feedback, providing users with visual, audio and tactile cues. LG KF600 also includes eight dynamic graphic interface themes that give the handset different characters which can act as an extension of the owner's personality. Most of the themes were inspired by the work of Keith Haring, the famous graphic designer, and can change all aspect of the phone, including the InteractPad. **LG KF510** is another touchscreen handset presented at the MWC 2008, a slider that measures only 10.9 mm in thickness. Also named "Touch Lighting Phone", KF510 comes with a tactile and visually interactive user interface, "Auto Luminance Control" function to save energy, a 3 Megapixel camera and Mp3 player. Other K-series phones showcased by the South Korean producer at the MWC 2008 are LG KT610 (with full QWERTY keyboard and Symbian S60), LG KT520 (HSDPA, finger mouse for 360-degree navigation and a 3.2 Megapixel camera), LG KM500, LG KM710 and LG KM330 (all three of them being music phones), LG KB620 (with DVB-H), LG KF310, LG KP235 and LG KP130 - the last three being entry-level handsets. So we have a total of 12 new LG phones, from high-end to low-end, which means the company tries to aim higher than its current fifth place in the handset manufacturing industry. It's hard, but not impossible, and if we'll see more phones like KF700 or KF600 plus more affordable but reliable devices, LG might really get close to **Nokia's** No. 1 position.