

PRESSEMEDDELELSE

LG ELECTRONICS

København den 15. december 2011

**PRADA og LG skaber en smartphone med stil**

***– Samarbejdet mellem PRADA og LG har resulteret i en perfekt kombination af form og funktion – PRADA Phone by LG 3.0.***

PRADA og LG har en fælles historie, når det kommer til at producere mobiltelefoner, som kombinerer det bedste inden for design og teknik. Nu lanceres den tredje smartphone fra det succesfulde samarbejde – PRADA Phone by LG 3.0. Denne eftertragtede smartphone er en designmæssig storsatsning fra begge virksomheder.

**Stilren elegance**PRADA Phone by LG 3.0 kombinerer PRADAs karakteristiske rene designsprog med LGs innovative teknik, som blandt andet indebærer en fantastisk lysstærk skærm med en lysstyrke på 800 nit. Smartfonen karakteriseres af PRADAs stilrene udformning og har en forside, som er dækket af en blank, højopløselig touch screen. Bagsiden er pakket ind i PRADAs Saffiano-mønster i klassisk sort. Hver detalje er designet med udpræget elegance.

Telefonen er skabt til LGs Floating Mass Technology, som optisk forstærker det slanke indtryk af den allerede imponerende 8,5 millimeter tynde telefon. Telefonen har også fået minimalistisk designede knapper, som følger designets enkle formsprog.

**Ikke kun det ydre**Det første, man lægger mærke til, er telefonens lækre design, men indeni viser den sin styrke. PRADA Phone by LG 3.0 har en 1.0 GHz Dual-Core-processor, som gør telefonen ekstrem hurtig samt dual-band Wi-Fi for at give den mest optimale hastighed, når man søger på nettet.

Telefonens design viser sig, så snart du tænder telefonen og den åbner op for den unikt skræddersyede brugergrænseflade med specialdesignede menuer og ikoner i sort, grå og hvid. Brugeren kan opleve fordelene med Android Gingerbread i en ny visuel version, og telefonen kan opdateres til næste Android-version: Ice Cream Sandwich.

Den smagfulde brugergrænseflade kommer til sin ret på telefonens 4,3 tommer store NOVA High Brightness-skærm. Brugeren kan nyde sine billeder og anvende andre medier med en lysstyrke på op til 800 nit, hvilket betyder, at man kan benytte skærmen selv i stærkt sollys. Med et kamera på 8 megapixel og internt hukommelse på 8GB kan brugeren indfange og nyde alle sine Life’s Good-øjeblikke i høj kvalitet.

Sammen med den elegante telefon lanceres et komplet sortiment af PRADA-accessories, såsom en smartphone-dock, Bluetooth-høretelefoner samt flere specialdesignede PRADA-etuier.

**Pris og tilgængelighed:**

PRADA Phone by LG 3.0 vil være tilgængelig i Norden i løbet af 2012. Vejledende pris meddeles i forbindelse med lanceringen.

**Billeder kan hentes fra:**<http://www.lg.com/dk/om-lg/presse-and-medier/mediebank.jsp> (skriv PRADA i søgerubrikken til højre)

**Tekniske specifikationer**

* Operativsystem: Android Gingerbread
* Intern hukommelse: 8GB (SD-kortplads giver mulighed for op til 32GB)
* Skærmstørrelse: 4,3 tommer
* Opløsning: WVGA (800x480)
* NOVA Display: NOVA Plus, 800 nit
* Kamera: 8MP
* 1.0GHz Dual-Core/ Dual Channel Processor
* Batteri: 1540 mAh
* NOVA Display: 800 nit

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**History of PRADA-LG Collaboration**

The collaboration between PRADA and LG, which began in 2006 and resulted in two premium phones being introduced in 2007 and 2008, focuses on key elements within the smartphone, including software and user interface down to its design and packaging.

The PRADA phone by LG 1.0, a pioneer in the fashion-house mobile phone space, was an unqualified success, selling over one million units. This premium handset combined high-end technology with a design embodying superior style. As evidence of its place in design history, the PRADA phone by LG 1.0 is part of the permanent collection in New York City’s Museum of Modern Art (MoMA) and the Museum of Contemporary Art (MOCA) in Shanghai.

The PRADA phones by LG were revolutionary in the technology they offered to users. The PRADA phone by LG 1.0 was the world’s first touchscreen mobile phone, and the 2.0 provided an innovative mobile experience through its unique watch with Link technology, which allowed for easy access to caller ID, SMS text messages, call history, call block and two-way alarm notification.

**About PRADA**

PRADA S.p.A. – HKSE stock code 1913 - is one of the world’s leaders in the luxury goods sector, operating actively with the Prada, Miu Miu, Church’s and Car Shoe brands to produce and market high-quality handbags, leather goods, footwear, clothing and accessories. Furthermore, the Group operates in the eyewear and fragrances sectors on the basis of license agreements. Its products are distributed in more than 70 countries around the world through 345 directly operated stores (DOS) as of 31 July 2011 and a network of selected luxury department stores, multi-brand stores and franchisees.

**About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world’s leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.LGnewsroom.com.

**About LG Electronics Mobile Communications Company**

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit [www.lg.com](http://www.lg.com)