

## PRESS REFERENCE

### *LG Mobile Upgrades Touch Screen Technology*

World's first touch screen technology introduced in 'Prada Phone by LG' advances with 'LG Viewty' with 'touch sensor' system

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**Seoul, Korea, September 28, 2007** --LG Electronics, a worldwide technology leader in mobile communications, upgraded its touch screen technology with 'LG Viewty' (model: LG-KU990) with 'touch sensor' system in place allowing the user to feel a slight vibration from its fingertip when using the touch screen. This touch sensor system reassures the users that the touch screen keys have properly functioned.

In March, 2007, for the first time in the world, LG Mobile introduced the touch screen technology through the launch of the 'Prada Phone by LG', making it the hottest technological breakthrough in 2007.

Touch screen is an input device to deliver the signal generated on the screen to the central processing unit (CPU) of a handset. By replacing the conventional methodology, in addition to the slim and sleek exterior design, touch screen technology allows a wide screen application which contributes hugely to the popularity of the multi-media function of the new handsets available in the market.

"It dates back as early as the launch of LG Chocolate in October, 2005 in Korea when we first introduced the 'touch keypad' concept," said Skott Ahn, CEO of LG Electronics Mobile Communications Company. "This technology advanced to introduce a complete touch screen technology with 'Prada Phone by LG' which is a huge break through to enable wide 3 inch LCD screen making it much enjoyable to connect to the multimedia function of the phone."

Innovative touch keypad became an iconic design feature for the LG Chocolate phone, the first handset introduced under LG Black Label series which sold over 14 million so far, making it one of the most successful product introduced by LG Mobile.

Following the launch of LG Chocolate phone, LG introduced a 3 inch full size touch screen handset, 'Prada Phone by LG', where all other interface have been completely removed except for the power and call button. As a result, the design of the 'Prada Phone by LG' totally separated itself from the rest making it not only the most luxurious phone in the market but also the most innovative in terms of the design- enabling technology of touch screen.

"Touch screen technology is currently being adopted by many others in the market and we see this trend to continue on to the next year," said Skott Ahn. "We are not only proud to be introducing this innovative technology for the first time in the world but similar to what we have introduced in 'LG Viewty', we look forward to continuing our effort in advancing this technology further."

'LG Viewty', a new 5.0 mega pixel digital camera phone by LG Mobile, scheduled to be released in Europe in this October, is complete with the most advanced touch screen technology including a much sensitive touch screen which allows it to activate not only with fingertips but in circumstances such as when wearing gloves.

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#### About 'LG Viewty'

The 'LG Viewty', the newest premium 5.0MP camera phone of LG Mobile, includes features found on many high-end stand-alone digital cameras, including a manual focus option, an image stabilizer and an ISO 800 for indoor or night shooting. The phone also records video at up to 120 frames per second, the highest frame speed ever for a handset camera, which can be edited and uploaded directly to YouTube. A full LCD touch screen and Mobile XD™ engine provide a wider and more vivid display while a jog wheel on the back maximizes usability. An attached stylus allows users to digitally "write" on photos and edit their own files.

#### About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 06657.KS) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in over 120 operations including 80 subsidiaries around the world. Comprising four business units -- Mobile Communications, Digital Appliance, Digital Display and Digital Media with 2006 global sales of US \$38.6 billion -- LG Electronics is the world's largest producer of CDMA handsets, air conditioners, optical storage products, DVD players and home theatre systems.

LG Electronics Mobile Communications Company is a leading producer of UMTS (WCDMA), CDMA and GSM handsets. LG draws upon its cutting-edge technology and innovative handset design capabilities to create a higher quality mobile environment for its customers around the world. With a total range of wired and wireless solutions, LG is rapidly expanding its presence and market share in the global mobile industry. For more information, please visit [www.lge.com](http://www.lge.com)

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