



LG launches into the notebooks market

Longest battery life and Intel wi-fi processor make the LG notebooks the most portable on the market

LG Electronics has entered the notebook market, with a range of powerful, lightweight wireless notebook computers with an impressive battery life that will put LG in the position to become a key player in the Australian notebooks market.

The LG Notebook range comprises the LS50-1, LM50-2 and LM50-3 models. A slimline and lightweight design, battery life of up to ten hours and Intel Centrino technology make this one of the most portable notebook ranges available.

Recognising the growth of the global notebook market, LG has extended its range of IT products to include notebooks. Despite this being a highly competitive sector, LG believes that the extended battery life of its notebooks will differentiate it against the competition. According to LG Australia's marketing manager, Mr Paul Reeves, LG's move into notebooks is a key strategy in achieving the business goals it has set itself.

"As an innovative and progressive company, LG has successfully launched into a number of IT and consumer electronics markets and grown to become a major player. Our notebooks offer an impressive range of features at affordable prices. This is a natural progression for us following the success of our LCD monitors, CRT monitors and optical storage drives".

The new notebook range boasts the Longest Battery Life by using LG's Power Management Technology, the LG notebook achieves up to an amazing 10 hours per charge cycle. This is accomplished in thanks in no small part to the Thinnest & Lightest Platform with New Technology such as new composite materials incorporating LG's state of the art thermal dynamic solution, minimising heat dissipation thus reducing excess power consumption maximising the full potential from the notebooks battery.

The notebook uses Intel Pentium M processors, with wireless access via Intel 802.11b Wireless Network Interface. The notebooks run Microsoft Windows XP operating system and come with full version Norton Anti-Virus 2004 as standard. The LS50-1 and LM50-2 have 40GB of hard drive and the LM50-3 has an impressive 60GB. All models come with a DVD/CD-RW COMBO and will be available from Harvey Norman, Betta Electrical, NARTA, Domayne, Good Guys and Officeworks.

-ends-

Notes to the editor:

Specifications:

LG LS50-1

Intel Pentium M processor 1.4GHz
256MB (DDR 333MHz) / 2 SODIMM Slots
15" XGA 1024x768 Display (Shared Memory)
ATI Mobility Radeon(tm) 9200
40GB Hard Disk Drive
DVD/CD-RW Combo Optical Drive
Quad Band Antenna for 802.11b and 802.11a
Intel Pro/Wireless Mini LAN Card 802.11b (Mini-PCI) pre-installed
56Kbps V.92 MDC Modem
10/100, 3Com 3C920 Network Interface
Fast Inferred (FIR) support, 4Mbps
1 Type I or Type II PCMCIA Card Slot, 1 x (SD) Card Slot
1 x 16 bit Stereo (Sound Blaster Pro compatible)
3 x USB(2.0), 1 x IEEE1394, 1 x S-Video,
1 x VGA Port, 1 x Parallel Port, 1 x RJ11, 1 x RJ45,
1 x S/PDIF(Sharing Headphone-out port), 1 x Microphone-in, DC-in
1 x 6 Cell(Li-Ion) - Standard, 1 x 9 Cell(Li-ion) Optional

1 x Microsoft Windows XP Home,
1 x (Full Version) Norton Anti-Virus 2004
Dimensions - W 331 x H 274.0 x D 30.8mm
Weight - 2.5kg including battery
RRP \$2999.00

LG LM50-2

Intel Pentium M processor 1.5GHz
256MB (DDR 333MHz) / 2 SODIMM Slots
15" XGA 1024x768 Display (32MB)
ATI Mobility Radeon(tm) 9200
40GB Hard Disk Drive
DVD/CD-RW Combo Optical Drive
Quad Band Antenna for 802.11b and 802.11a
Intel Pro/Wireless Mini LAN Card 802.11b (Mini-PCI) pre-installed
56Kbps V.92 MDC Modem
10/100, 3Com 3C920 Network Interface
Fast Inferred (FIR) support, 4Mbps
1 Type 1 or Type II PCMCIA Card Slot, 1 x (SD) Card Slot
1 x 16 bit Stereo (Sound Blaster Pro compatible)
3 x USB(2.0), 1 x IEEE1394, 1 x S-Video,
1 x VGA Port, 1 x Parallel Port, 1 x RJ11, 1 x RJ45,
1 x S/PDIF(Sharing Headphone-out port), 1 x Microphone-in, DC-in
1 x 6 Cell(Li-Ion) - Standard, 1 x 9 Cell(Li-ion) Optional
1 x Microsoft Windows XP Home,
1 x (Full Version) Norton Anti-Virus 2004
Dimensions - W 331 x H 274.0 x D 26.4mm
Weight - 2.4kg including battery
RRP \$3599.00

LG LM50-3

Intel Pentium M processor 1.6GHz
512MB (DDR 333MHz) / 2 SODIMM Slots
15" SXGA+ 1400x1050 Display (64MB)
ATI Mobility Radeon(tm) 9600
60GB Hard Disk Drive
DVD/CD-RW Combo Optical Drive
Quad Band Antenna for 802.11b and 802.11a
Intel Pro/Wireless Mini LAN Card 802.11b (Mini-PCI) pre-installed
56Kbps V.92 MDC Modem
10/100, 3Com 3C920 Network Interface
Fast Inferred (FIR) support, 4Mbps
1 Type 1 or Type II PCMCIA Card Slot, 1 x (SD) Card Slot
1 x 16 bit Stereo (Sound Blaster Pro compatible)
3 x USB(2.0), 1 x IEEE1394, 1 x S-Video,
1 x VGA Port, 1 x Parallel Port, 1 x RJ11, 1 x RJ45,
1 x S/PDIF(Sharing Headphone-out port), 1 x Microphone-in, DC-in
1 x 6 Cell(Li-Ion) - Standard, 1 x 9 Cell(Li-ion) Optional
1 x Microsoft Windows XP Home,
1 x (Full Version) Norton Anti-Virus 2004
Dimensions - W 331 x H 274.0 x D 26.4mm
Weight - 2.4kg including battery
RRP \$4499.00

-ends-

About LG Electronics Australia

The LG brand was launched in Australia in 1997. An innovative product range, backed up with an extensive marketing campaign has led to strong sales growth. With annual sales in 2001 over \$AUD500 million, LG Electronics currently has branch offices in New South Wales, Victoria, Queensland, South Australia and Western Australia, employing over 150 staff.

LG Electronics Australia is a proud sponsor of the LG Cronulla Sharks (NRL). LG also sponsors the Wesley Mission's Lifeforce program.