



## LG unveils its 'Camera Phone with a Twist' in Australia

Following LG Electronics' successful launch into GSM mobile, the company has unveiled a new camera handset - the LG G7100. The handset flip rotates 270 degrees making it ideal for capturing life's unique moments.

LG has become a key player in the Australian mobile phone market since it entered the market in March 2003. The new G7100 camera phone is an important addition to its offering.

The G7100 allows users to take photographs with its integrated VGA camera and features a flip top that rotates 270. Because the camera is positioned on the side of the phone, users can make use of the rotate when taking photos. The rotating screen combines with the in-built flash to allow the user to capture images from every angle day or night.

The G7100 supports a Java platform and provides Internet access enabling the user to download of a variety of software applications including games to wallpaper. This phone also conforms to GPRS standards, supports a Java platform and features WAP 1.2.1. Multimedia Messaging Service (MMS) and Enhanced Message Service (EMS) coupled with a 65,000 colour LCD ensures the users SMS and download experiences are superior.

According to LG Australia's marketing manager, Mr Paul Reeves, LG deems the release of new and innovative handsets as essential to cementing the company's position as a leader in global telecommunications.

"The success of our first two handsets, the G5300 and G7020, has paved the way for yet another handset release and we expect the G7100 will be just as popular with the Australian market. The increasing demand for in-built flash cameras should see the G7100 do very well over the Christmas period."

Other features include: Polyphonic ring tones (32), Infra Red Capabilities (IrDA), T9 Predictive Text, MMS, 7 colour external indicator and ring tone identification and 195-entry phone book capacity.

The G7100 is available at leading mobile phone retailers before Christmas. LG began a major national TV and bus advertising campaign in October, in order to support the launch of the G7100.

Notes to the editor:

Further features

Specifications:

Size (W x H x D): 47 x 90 x 23 mm

Weight: 101.4g

Battery: Li-Polymer 780mAh

GSM dual-band: 900/1800Mhz (supports GSM in Europe/ Asia-Pacific)

Dual colour display

Internal: 65K colour TFT (thin film transistor) LCD screen @ 128 x 160 pixels

External: 256 colour OLED (Organic Electro Luminescence Display) LCD screen @ 96 x 64 pixels

RRP \$899

Key Features:

In-built VGA digital camera with 4x zoom and flash function

Integrated 270-degree rotative screen

GPRS class 10

WAP 1.2.1

MMS

EMS

32 polyphonic ring tone with composer

4 way navigation key

Internal 1.3MB memory

T9 - predictive text

Downloadable applications, games, logos and ring tones.

Stores up to 300 contact numbers in phonebook.

User group customisation

Voice memo

Available colour: silver

-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.

Further information, images or to organise an interview is available.