

## Press Release

### **The PRADA phone by LG, the world's first touchscreen mobile**

#### **is now available in Japan.**

**Tokyo, Japan – May 8th, 2008** – LG Electronics (LG), a pioneer in consumer electronics and mobile phones, and PRADA, one of the world's leading brands in the luxury goods industry, launch the world's first completely touch screen mobile phone to the Japanese market.

*The PRADA Phone by LG*, which will be available from NTT DoCoMo as the "L852i", is a real breakthrough in the industry, as it is a unique, sophisticated and elegant mobile phone with the first completely advanced touch interface.

LG and PRADA have worked closely together on every aspect of the product, from handset development to marketing combining PRADA's attention to detail and uncompromising quality with the trademark technological innovation of LG mobile.

PRADA's involvement extends beyond exterior aesthetics to the key elements of the user experience such as the advanced touch interface, ring tones, pre-loaded content, mobile phone accessories and the exclusive leather case.

*The PRADA Phone by LG (L852i)* introduces the world's first advanced touch interface which eliminates the conventional keypad making the overall usage experience a highly tactile one. An extra wide LCD screen maximizes visual impact, allowing the user to benefit from several key features of the phone, including the 2 megapixel camera featuring Schneider-Kreuznach lens, video player and document viewer capacity. Above all, these features contribute to the phone's beautifully sleek and simplistic appearance.

Glowing icons on the face of the phone disappear when not in use to reveal a pure, un-adulterated black exterior. The phone is ultra thin (just 12.7 mm), nonetheless it hosts an array of additional multimedia functions, including i-motion® video playback. It also boasts an external memory slot, allowing the user to increase memory capacity for images, music and film clips.

Since its successful launch in Europe in March 2007, more than 800,000 units have been sold in 40 countries worldwide.

In Japan the launch will be held at PRADA's Tokyo Epicenter, a symbol of iconic design, to highlight its

innovative approach providing a platform for new design opportunities and opening new doors to diverse multimedia experiences.

*The PRADA phone by LG (L852i)* will be available exclusively in NTT DoCoMo stores starting in June 2008.

For further information on *the PRADA Phone by LG*, please visit [www.pradaphonebylg.co.jp](http://www.pradaphonebylg.co.jp).

**Features**

- *3.0" WQVGA Full Touch Screen*
- *FOMA® HIGH SPEED 7.2 Mbps*
- *WORLD WING® (3G)*
- *Full Browser & i-mode Browser*
- *Music&Video Channel, ChakuUta Full®*
- *Deco-mail pictograms (Deco-me emoji),  
Deco-mail, i-channel™*

**Specifications**

- *W-CDMA (2.1GHz/800MHz)*
- *HSDPA 7.2 Mbps*
- *Size : 101 x 54 x 12.7 mm*
- *Weight : 92g*
- *2M CMOS Camera / LED Flash / 2x Digital Zoom*
- *External Memory Slot (micro SD™, up to 2Gb)*

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***About LG Electronics, Inc.***

LG Electronics, Inc. (KSE: 066570.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 110 operations including 81 subsidiaries around the world. With 2007 global sales of USD 44 billion, LG is comprised of four business units – Mobile Communications, Digital Appliance, Digital Display and Digital Media. LG is the world’s leading producer of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems.

LG Electronics Mobile Communication Company (LG) is a leading producer of mobile handsets. LG creates handsets that provide optimized mobile experience to customers around the world with its cutting-edge technology and innovative handset design capabilities.

With advanced wireless solutions, LG is rapidly expanding its presence and market share globally. For more information, please visit [www.lge.com](http://www.lge.com).

***About PRADA***

PRADA is one of the world’s leading brands in design, production and distribution of luxury ready-to-wear, handbags, small leather goods, footwear, eyewear and fragrances. PRADA, together with Miu Miu, Church’s, Car Shoe and Azzedine Alaïa, is part of the PRADA Group, which operates 237 stores in major markets around the world and distributes its products through a network of selected, high-end multi-brand shops and luxury department stores.

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# The PRADA Phone by LG (L852i)

## Technical Specifications

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### 1. Design

- New Simple Design: A black, slim and simple design with no buttons
- Size/Weight : 101 × 54 × 12.7 mm / 92g
- 3.0" Full Touch screen (WQVGA) TFT LCD. Tactile Feedback on Touch Screen w/ vibration

### 2. Multimedia

- i-motion (MPEG4, H.263)
- ACC, ACC+
- SD-Audio, SD-Binding
- Music&Video Channel, ChakuUta Full
- Multimedia player (Document Viewer)
- Key tone effect

### 3. Camera

- 2M pixels CMOS (Schneider KREUTZNACH certified)
- Sub camera
- Camera Zoom Digitalx2

### 4. Connectivity

- World Wing : 3G Area
- Full Browser / i-mode
- DATA : High Speed 7.2Mbps
- Network : FOMA 800Mhz / 2100Mhz

### 5. Capacity

- Memory: 2Gb Flash/ 1Gb SDRAM
- External memory : microSD
- Battery : 900mAh (1 ea)  
(talk time / standby : up to 140min / 350h)