



## Launch Press Release

# LG Launches ARENA, Fully-Loaded Multimedia Flagship Phone for 2009

*Boasts Intuitive 3D S-Class UI with host of industry-leading features*

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Barcelona, Spain, February 16, 2009 - LG Electronics, a worldwide technology and design leader in mobile communications, today announced the launch of LG ARENA(LG-KM900) at the World Mobile Congress 2009. ARENA is a fully loaded multimedia phone that offers an exhilarating audio and video experience made possible by LG's intuitive new 3D S-Class User Interface.

ARENA, LG's new flagship model for 2009, is packed with top-of-the-line multimedia features and a totally new 3D UI of the next generation. It is the first and currently the only multimedia phone for the global market to use Dolby Mobile from Dolby Laboratories, Inc. (NYSE: DLB) to deliver an exhilarating surround sound experience for video content and enhance the sound of music content.

"What really makes ARENA special is its intuitive 3D S-Class UI, which is unlike anything that has appeared on a phone before," said Dr. Skott Ahn, President and CEO of LG Electronics Mobile Communications Company. "We surveyed consumers and found that they were unhappy with current interfaces. They wanted a simple, fast and fun way to use multimedia and other features, but also an experience that was dynamic and interesting. We've done this so well with our brand new S-Class UI that it will set new standards for handsets in both functionality and fun."

The intuitive 3D S-Class UI - S for superior - makes its debut with ARENA and will be featured in other premium LG models launching later this year.

### 3D S-Class User Interface

#### *Intuitive*



Reel Scrolling

Intuitive and life-like touch-based 3D menus take the fuss out of searching through contacts and multimedia content. *Reel Scrolling* lays out menus as if they were on a film reel, providing icons for each choice that are so easy-to-understand no further explanation is needed. Dragging a finger across the S-Class UI's 3D reels allows users to scroll through entertainment options.

In ARENA's camera mode, an intuitive on-screen dial, similar to those found on many high-end standalone camera, makes it easy to customize shot settings for picture-perfect results.

#### *Fast*

ARENA's S-Class UI was designed from the very start to leverage the advantages of touchscreens to eliminate unnecessary menus and steps. At its core is a cube layout that provides four customizable



home screens that provides fast access to all features by flipping the cube with the flick of a finger. With multiple faces, the cube allows for four times more shortcuts than a single screen, making menus easier to access.

Also created with fast access in mind are ARENA's *Elastic Lists*, which make it easier to browse through contacts and other catalogued information. When touched, list items stretch like a rubber band to provide more detailed information, options or easy editing. This eliminates the extra step of switching to a new screen, saving time and making it easier to browse to other choices as well.



Cube Layout

Fast yet smooth 3D transitions between menus are made possible by the perfect pairing of LG's S-Class UI and a powerful AMD processor.

### *Dynamic and Fun*

Colourful graphics give ARENA a sense of dynamism and fun found in no other phone. ARENA's dynamic graphics are especially evident in the phone's *Floating Image Gallery*. When held upright, the phone displays photos neatly in rows. But turn the phone on its side and the photos cascade off the screen and reappear much larger. Sliding a finger from top to bottom, shows photos taken on different days. Dragging a finger from left-to-right shows photos taken on the same day.



Dropping image effect in Floating Image Gallery

Going one step further, its *Tactile Analogue Alarm Clock* and *Radio Tuner* make it almost feel like moving a clock's hands or turning an actual dial.

### Multimedia Features that Come Alive

The S-Class UI is the perfect 3D gateway to enter ARENA's amazing multimedia environment, which includes immersive audio and razor sharp video for the perfect portable entertainment experience.

ARENA is the first multimedia phone for the global market that uses Dolby Mobile to enhance the listening enjoyment for both video and music content. The technology, developed by Dolby Laboratories, the global leader in entertainment technologies, unleashes the power of surround sound for movies and video and delivers rich, resonant sound for music. A range of equalizer presets to fit all genres and individual tastes make the experience even better. A built-in FM transmitter means ARENA can play music wirelessly through a car or home stereo. A standard 3.5 mm audio jack means ARENA can be paired with any headphones.

LG ARENA's large 3.0-inch full touchscreen display has incredible WVGA resolution, which is four times sharper than QVGA. With the clearest LCD screen available on a mobile phone, ARENA is ideal for watching DVD quality DivX or Xvid movies on-the-go.



D1 recording capability captures DVD-resolution video that looks great even when played back on a large TV. For added fun and versatility, ARENA can record 120 frames per second slow motion video to catch every detail.

ARENA can handle hundreds of music and movie files with 40 GB of storage, including 8GB of internal memory and a micro SD slot. The powerful battery provides up to 30 hours of MP3 playtime and 300 hours of standby time.

The five megapixel camera goes far beyond what is found on most phones, with high-end features and incredible image quality comparable to that of a standalone camera. The ability to set the camera for auto or manual focus help perfectly preserve each moment.

ARENA's audio, video and photos can easily be shared on social networking sites like Facebook and YouTube thanks to 3G HSDPA 7.2 networks and Wi-Fi. The phone also supports Google Mobile Service which includes Google search, Google Maps, Gmail, YouTube and Google Blogs. A-GPS and geo-tagging are also possible. ARENA's multi-touch capabilities greatly enhance the web surfing experience.

All of these powerful features are packed in ARENA's sleek and refined metal body, perfectly sized to grab and go at 105.9 x 55.3 x 11.95 mm. Tempered glass over the touchscreen ensures long-lasting durability to keep the phone looking sophisticated and clean. ARENA will be available in silver and black titanium colour schemes.

With its official launch at the Mobile World Congress, ARENA will initially be available in Europe in March and then globally.

Please visit <http://arena.lgmobile.com> for more information on LG Arena.

\* Google Mobile Service applications may vary according to service provider.

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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 114 operations including 82 subsidiaries around the world. With 2008 global sales of USD 44.7 billion, LG is comprised of five business units - Home Entertainment, Home Appliance, Air Conditioning, Business Solutions and Mobile Communications. 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 Communications Company (LG) is a leading global mobile communication and information company. LG creates handsets that provide an optimized mobile experience to customers around the world with its cutting-edge technology and innovative handset design capabilities. Increasingly, LG is perusing convergence technology and mobile computing products. LG will continue to take leadership in the mobile communication environment with stylish designs and smart technology. For more information, please visit [www.lge.com](http://www.lge.com).



## Technical Specifications (LG Arena)

Basic Specification	Type	Card Bar type
	RF band	Infineon S-Gold3H, HSDPA 7.2, WEDGE, GPRS) - UMTS : 2100/00 ( 2100/850, 1900/850) - GSM : 850/900/1800/1900
	Dimension: L*W*D (mm)	105.9×55.3×11.95mm
	Weight with batt. standard (g)	105g
	Standard battery, Max (mAh)	1000mAh, Li-ion (Inner Pack)
	Standby time, Max (hrs)	300hr(2G), 300(3G)
	Talk time (hrs)	230min(2G), 230min(3G)
	Display	External LCD (Pixel): 480 x 800 (3.0" WVGA)
	# of Color	16M, TFT Touch Screen
	Vibration alert	•
SIM toolkit	•	
Data/Fax	• / •	
GPRS/EDGE (class)	•(12)•(10)	
UI	S-Class UI	•
Messaging	SMS/EMS/MMS	• / • / •
	Video MMS	•
	E Mail	• (IMAP4, SMTP, POP3)
	Predictive Text input (T9)	•
	Instant Messaging	TBD
Internet	WAP (version)	• (2.0)
	Wi-Fi	•
	Google Mobile Service	•
	Download /Save as support	•
Data Connectivity	USB/PC Sync	•(2.0)/•
PIM	Scheduler/ Alarm	•/•
	Phonebook (# of names)	• (1000)
Personalization	Wallpaper/Screensaver	•/-
	Picture/Ring Tone Downloading	•/•
Advanced Features	Dolby Mobile	• Video and Audio player
	Video Telephony	•
	Java (version)	• (2.0)
	MIDI (poly)	• (64)
	Key Tone Effect	•
	Built-in Game(# of	• (3)/Flying Dice, Wheel Mania, TePong

	games)/ JAVA Game(Data CD)	
	FM Radio Speaker Phone Equalizer Audio Codec Video Codec Video Encoding Image/ Video Capture Camera Internal Memory External Memory MP3 Voice Recording A-GPS Blue-Tooth(version) Document Viewer	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>• (22)</li> <li>• (MP3, AAC, AAC+, RA, WMA)</li> <li>• H.263, H264, MP4, WMV, ASF, AVI, DivX/Xvid,</li> <li>• H.263/MPEG4:VGA 30fps, QVGA 120fps (upto 2.5Mbps), H.264:QCIF 15fps, D1(720x480@30fps and 720x576 25fps, upto 10Mbps)</li> <li>• /•</li> <li>• (5.0MP, CMOS AF + VGA)</li> <li>8Gb (User memory)</li> <li>• (Micro SD 32Gb)</li> <li>•</li> <li>•</li> <li>•</li> <li>•(2.1)</li> <li>•(PDF, DOC, PPT, XLS, GIF, JPG, TXT)</li> </ul>
Accessory	Battery EarPhone Packaging Manual CD USB Cable Memory Card Memory Socket TA Rubber Case Cradle B/T Headset Carkit TV Out Cable	<ul style="list-style-type: none"> <li>• (In Box)</li> <li>• (Latin America Only-In box)</li> <li>•</li> <li>• (In Box)</li> <li>• (In box - except Europe)</li> <li>• (Out Box)</li> <li>• (Out Box)</li> <li>• (Out Box)</li> <li>• (Out Box)</li> </ul>