

# PRADA



## **PRADA PHONE BY LG 3.0 BEGINS WORLDWIDE ROLLOUT**

Much Awaited Designer Smartphone Arrives in  
South Korea Today, Europe and Asia in January

Seoul, 28 December 2011: LG Electronics (LG) made its highly anticipated PRADA phone by LG 3.0 available to the public today in South Korea. The phone is now available to Korean customers and scheduled for the release in most European countries and other parts of Asia in January.

The phone, its existence announced only last month in Seoul during the joint signing ceremony, was unveiled for the first time at a showcase event in London two weeks ago. The stylish new device has been attracting significant attention for being the only smartphone with premium branding on the market currently.

The PRADA phone by LG 3.0 is the third handset from the PRADA and LG collaboration following the highly successful PRADA phone by LG 1.0 and 2.0 phones. The latest offering continues in the same tradition combining PRADA's trademark chic simplicity with LG's leading technology, including one of the brightest 800-nit NOVA display and a PRADA themed UI for truly unique mobile experience.

Following PRADA's renowned design philosophy, the handset features a full glossy touchscreen on the front and PRADA's signature Saffiano pattern on the back. Impressively thin at only 8.5mm, minimal hardkeys and a classic black finish complete the phone's sleek look.

With 1.0GHz Dual-Core/Dual Channel architecture, the PRADA phone by LG 3.0 is as effective as it is stylish. The phone runs on Android Gingerbread OS with an update to Android Ice Cream Sandwich scheduled for the second quarter of 2012.

For more details on this unique collaboration, please visit the official site of PRADA Phone by LG 3.0 at [www.pradaphonebylg3.com](http://www.pradaphonebylg3.com).

### Key Specs:

- Operating System: Android 2.3 Gingerbread
- Memory: User 8GB maximum (varies depending on carrier requirements)
- Display Size: 4.3 inches
- Resolution: WVGA (800 x 480)
- Display Brightness: 800 nit
- Camera: 8MP
- Processor: 1.0GHz Dual-Core / Dual Channel
- Battery: 1540mAh

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## HISTORY OF PRADA-LG COLLABORATION

The collaboration between PRADA and LG, which began in 2006 and resulted in two premium phones being introduced in 2007 and 2008, focuses on key elements within the smartphone, including software and user interface down to its design and packaging.

The PRADA phone by LG 1.0, a pioneer in the fashion-house mobile phone space, was an unqualified success, selling over one million units. This premium handset combined high-end technology with a design embodying superior style. As evidence of its place in design history, the PRADA phone by LG 1.0 is part of the permanent collection in New York City's Museum of Modern Art (MoMA) and the Museum of Contemporary Art (MOCA) in Shanghai.

The PRADA phones by LG were revolutionary in the technology they offered to users. The PRADA phone by LG 1.0 was the world's first touchscreen mobile phone, and the 2.0 provided an innovative mobile experience through its unique watch with Link technology, which allowed for easy access to caller ID, SMS text messages, call history, call block and two-way alarm notification.

## ABOUT PRADA

PRADA S.p.A. – HKSE stock code 1913 - is one of the world's leaders in the luxury goods sector, operating actively with the Prada, Miu Miu, Church's and Car Shoe brands to produce and market high-quality handbags, leather goods, footwear, clothing and accessories. Furthermore, the Group operates in the eyewear and fragrances sectors on the basis of license agreements. Its products are distributed in more than 70 countries around the world through 345 directly operated stores (DOS) as of 31 July 2011 and a network of selected luxury department stores, multi-brand stores and franchisees.

## ABOUT LG ELECTRONICS, INC.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit [www.LGnewsroom.com](http://www.LGnewsroom.com).

## ABOUT LG ELECTRONICS MOBILE COMMUNICATIONS COMPANY

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit [www.lg.com](http://www.lg.com)

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