

LG Smartphones Reach G4

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LG reveals the successor to the flagship G3 smartphone-- the G4, a handset promising to be the company's "most ambitious" yet featuring an IPS Quantum Display, F1.8 aperture lens camera and a Qualcomm Snapdragon 808 processor.



The 5.5-inch display handles 2560x1440 resolution, while further specifications include 3GB RAM, 32GB storage (expandable via microSD slot), 3000mAh removable battery and 16MP rear-facing camera. It runs on Android 5.1, as tweaked with LG's "human-centric" UX 4.0.

However what LG really puts emphasis on is the device's looks-- the subtly curved casing is available in "handcrafted, genuine full grain leather" (in 6 different colours) or ceramic.

"We are living up to our promise of Innovation for a Better Life with a fashionable, premium smartphone that is more focused on delivering a balanced user experience that can compete with the best of the best," LG CEO Juno Cho says. "We wanted to give consumers a truly human-centric device that combined the analog sensibilities with technologies that delivered real world performance. From the design to the camera to the display to the UX, this is the most ambitious phone we've ever created."

The LG G4 should hit European markets from May 2015.

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