

# What users want from technology?

Just imagine: there was a time when technology was defined by its limits. Between the TV, PC, phone and camera, we used to have the equivalent of one of today's smartphones spread out across our homes. Each represented the future of technology at some point, but they've all been eclipsed by devices that put the future in the palms of our hands, emphasising what we want. LG recognised this, which meant that in order to push the smartphone beyond even that limit, the G4 needed to focus on all the little problems users always wanted to solve.

## The future is crisp



The first thing any user sees on a smartphone is obviously its screen. The display is the first point of entry for any modern device and the one thing you'll have to keep interacting with to make your phone work for you. The future of smartphones is clearly in so-called "phablets", offering us larger screens that combine the size of a tablet with the functionality of a smartphone, but LG has taken that further with its emphasis on a higher quality display.

The G4 combines the Quad HD screen that made the G3 Flex so popular with an LCD screen that offers a revolutionary 2560x1440 pixel resolution. Since it's how you'll be interacting with the phone, the slimmer touchscreen's increased input sensitivity transforms your phone into a dynamic visual experience.

The larger-than-usual 5.5-inch IPS Quantum Display allows you to watch videos and browse through photographs with more ease than before. The emphasis is on greater colour reproduction, a 25 percent improvement in brightness and greater contrast, and provides new standards in colour expression using technology championed by the experts in Hollywood. No more holding your phone up to your face or switching to your tablet to get a better look at the media you're watching.

## Express yourself

The focus on imagery extends to the phone's camera, including a 16MP device with a wide F/1.8 aperture that allows 80 percent more light to reach the sensor. Users who know their way around a camera can also make use of advanced features, offering them more control over every shot's focus, shutter speed, ISO, exposure and white balance. And for those of us with a little less technical know-how, the G4's intuitive interface offers an easy switch between the camera's professional, regular and simple shoot modes.

Whichever mode you prefer, the G4 will capture your photographs at a quality that rivals traditional DSLRs, giving everyone the opportunity to take shots like a pro.

## Easy does it

The phone uses the new UX 4.0, building on the G3's successful features while allowing for smoother transitions between apps, as well as more sensitive and intuitive control over your overall experience. Every aspect of this UX provides a more engaging experience for every user, with the improved Smart Notice feature keeping you updated on everything from your next meeting to the weather.

The focus on intelligent, intuitive design and functional features extends from the phone's operating system to its ergonomic design. Incorporating the sleek Slim Arc, a subtle curve in the phone's body and display, the G4 is both easier to look at and more damage resistant than its predecessors. The future should always be a little harder than the past, after all.

## A device with personality

The phone is available in genuine full-grain, handcrafted leather as well as some more traditional metallic and ceramic finishes, offering a level of personalisation that no other smartphone on the market can match. Between its distinct look on the outside and its hi-tech touches on the inside, your G4 really will feel like an extension of who you are. If anything speaks to the future of technology, it's that attention to detail and a focus on every user's individual experience.

Combining years of technological development and a real interest in user feedback, LG has developed a sharp, sexy piece of the future with everything users wanted and even more than they realised they'd need. Welcome to the future courtesy of LG. You're welcome.

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