

## LG introduces Optimus L series to SA

LG Electronics has announced the launch of the Optimus L series in South Africa. The L Series has evolved to include contemporary design aesthetics and innovations that improve on the original. The Optimus L7II and L5II will be the first of the new series to launch.

The Optimus L7II will include LG's unique UX features such as QSlide and QuickTranslator. The Home Button LED displays colours to alert users to missed calls and all other notifications for seamless communication.

The wide 4.3 Display screen is where the action is at as you truly feel the L experience. Everything becomes bigger, brighter with the larger keyboard making the operational an experience on its own. True IPS Display technology means true colours with your images being detailed, crisp and accurate.

The Optimus L7II contains the 'Best-in-Class' battery capacity, 2,460mAh with SIO+ technology which makes a higher density battery than others of its size, maximizing consumer's usage time while contributing no additional bulk, ensuring you can multitask efficiently when you need it most.

"Refined design, striking performance and smart usability is what the L7II offers the consumers. LG has a history of pushing the envelope when it comes to style and the Optimus L SeriesII builds on this heritage of design innovation," said Deon Prinsloo, general manager for Mobile at LG Electronics.

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