

# LG launches new flagship G3 smartphone

SAN FRANCISCO, US: LG Electronics went big in style with a flagship G3 smartphone aimed at turning heads away from market dominators Apple and Samsung.



LG's new G3 is drawing some rave reviews from various technology magazines around the world.

Image: [Techo3](#)

LG introduced G3 smartphones at simultaneous events in a half-dozen cities, saying they would be available in the US by September through an array of deals with telecommunications services providers.

The successor to the LG G2, it has a 5.5-inch (14cm) display with screen quality four times that of standard high-definition resolution and extensive battery life.

Features crafted to entice smartphone users includes a better camera, advanced hardware; letting people take 'selfies' with gestures, and laser-enhanced focusing.

"It makes 'selfies' simple," said LG Europe's Product Marketing Head James Marshall in a presentation streamed to a press event in San Francisco.

"Let's face it, around the world we are obsessed with 'selfies'," he added. 'Selfies' refer to pictures people take of themselves using front-facing cameras in smartphones.

The G3 comes with other touches such as a curved screen that allows it to fit more naturally into a hand. LG has also overhauled the user interface to make it easier to use.

Among improvements is the ability to unlock a G3 by "knocking," or using a series of finger taps, while a built-in virtual

assistant of sorts referred to as Smart Notice offers suggestions to you based on factors such as user behavior and location.

For example, it will notice which apps aren't used and offer to help remove them or pop up a shopping list memo when it notices that it has reached a preferred market.

LG also added a "kill switch" that allows G3 owners to lock, wipe clean, or permanently disable a lost or stolen smartphone.

"The smartest innovation in a fast evolving smartphone market is creating harmony between advanced technology and a simplified user experience," said LG Electronics Mobile Communications Chief Jong-seok Park.

"The G3 is the result of our effort to actualise an idea into a tangible product," he said. The G3 is South Korea-based LG's latest champion in a smartphone arena dominated by Apple and Samsung and it is powered by Google's free Android software.

LG was the fifth largest global smartphone vendor in early 2014 with a 4.4% of the market according to figures from research firm IDC.

Samsung dominates the market with 30% while Apple's has 15.5%, followed by China's Huawei (4.7%) and Lenovo (4.6%), IDC said.

Source: AFP via I-Net Bridge

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