



## Spotlight Feature

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### Ultra-Stylish LG PRADA KE850 Incorporates QSound's microQ Audio Enhancement Technology



Mobile innovation and avant garde design have come together with the launch of the LG PRADA KE850, "the world's first advanced touch screen mobile phone". LG Electronics, a leader in innovative consumer electronics and mobile phones, has joined with PRADA, one of the most prestigious luxury goods design houses, to create the elegant, sophisticated, feature packed KE850.

Not only is the PRADA visually and functionally impressive, it also sounds fabulous with QSound Labs' cutting edge microQ audio enhancement technology enabling the PRADA's polyphonic ringtones. QSound's microQ technology is increasingly gaining implementation as the software audio engine of choice for many of the world's leading mobile devices.



The PRADA's multimedia player is capable of playing MP3, AAC, WMA and RealAudio sound files, plus MPEG4, H.263 and H.264 video. Users can download their favorite music and enjoy superb playback quality or listen to the built-in FM radio. The PRADA also supports Java™ games with several pre-installed for immediate play and comes with a 2 megapixel camera, Bluetooth 2.0 and microSD expandable memory.

Among its other major features are a compelling Flash user interface with web browser, a document viewer supporting text, Word, PowerPoint, Excel, and Acrobat file formats, plus an email client and messaging applications. The LG PRADA is a tri-band GSM phone with GPRS and EDGE, featuring a large 240x400 pixel touch-sensitive display that can play back widescreen video clips. Packaged with a luxury Saffiano leather case, the LG PRADA KE850 has been touted as this season's must-have mobile phone for those who want to enjoy the latest mobile technology in high style.



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