



## PHONES 4u TO EXCLUSIVELY LAUNCH THE WORLD'S FIRST 3D SMARTPHONE, THE LG OPTIMUS 3D IN 'WHITE' IN AUGUST

*LG Optimus 3D in white available to pre-order now*

**LONDON, UK. 5<sup>th</sup> July 2011:** Leading mobile retailer for the youth market Phones 4u can today reveal that it will be offering the LG Optimus 3D in White, both in stores and online from the first week of August 2011.



The revolutionary LG Optimus 3D is already available in black from Phones 4u, FREE on contract from £35 a month on a range of networks. You can find out more about the World's first 3D smartphone...and if it's the white version you prefer, you can **pre-order** yours in exclusive white from today via the Phones 4u website.

The LG Optimus 3D allows you to experience the magic of 3D by putting 3D content in the palm of your hand without the need for ugly and uncomfortable glasses. You can watch superior quality movies in a choice of either 3D or 2D, on the 4.3-inch display, easily switching between the two with LG's unique one-touch 3D Hot Key. The high power, high performance smartphone sports the World's first dual core, dual channel, dual memory technology, for speedy web browsing, quick application start up and smooth and seamless multitasking. It also features a

1Ghz dual-core and dual-channel processor, 5MP dual lens camera and even comes with three pre-loaded 3D games.

### **LG Optimus 3D White specifications**

- Rich 2D (up to 1080p) and 3D (up to 720p) multimedia via 4.3 inch glasses free 3D display
- 5MP dual lens camera
- Create, view and share 3D content via YouTube 3D
- 3 pre-loaded 3D games - Asphalt 5 3D, Let's Golf 2 3D and N.O.V.A 3D
- 1Ghz dual-core and dual-channel processor (Texas Instrument, OMAP4)
- 8GB memory and 4Gb LP DDR2
- HDMI 1.4 connection - to TVs and/or Monitors, and compatible with DLNA Certified™ products
- With WVGA, 3D Hot Key, UI, and full range of 2D & 3D codec support

For more information about the LG Optimus 3D smartphone, visit your nearest Phones 4u store or the Phones 4u website at [Phones4u.co.uk](http://Phones4u.co.uk).

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### **About Phones 4u**

Phones 4u is an independent mobile retailer, offering all networks and handset brands and market leading choice and value. It is part of the Staffordshire-based 4u Group, and the Group CEO is Tim Whiting. Leading the way in the mobile industry through its excellent customer service, award-winning advertising and differentiated in-store experience, Phones 4u has over 500 stores and is still growing. It has recently completed a refresh of its entire store estate, with the focus now on interactivity and making the product the hero. Phones 4u employs circa 6,000 people.

Phones 4u is a truly unique brand within the mobile sector, with a distinctive customer base. It is the leading independent mobile phone retailer among the youth market and is recognised for its success in engaging with this hard to reach audience through its stand-out marketing, social media and its market leading smartphone range.

Passionate about its customers and committed to delivering award winning customer excellence every time, Phones 4u has made its customers' needs the foundation of its business behaviour. Phones 4u was the first mobile retailer to implement NPS and led the industry in making staff accountable for the way they sell and is known for running the largest Ofsted accredited retail apprenticeship programme in the UK. Significant investment in the training and development of its people along with a 'unique to the

high street' customer consultation process, delivers quality staff, unrivalled mobile expertise and advice tailored to individual customers' needs. As a result, 1 in 4 new contract smartphones sold on the high street are through Phones 4u.

<http://www.phones4u.co.uk/>