

# Style That Lasts

LG has made a concerted effort to raise their profile in mobiles over the last couple of years. Pivotal in this strategy has been the launch of a Black Label Series. They started with 'Chocolate', then came 'Shine' and now the latest in the range, nicknamed 'Secret'.

You'll see from our Market Wrap that LG is a brand on the move in mobiles. LG say that since introducing their first Black Label Series product in 2006, cumulatively over 24 million units of Chocolate and Shine have been sold up till the beginning of this year.

## Positioning

Even though LG Secret (KF-750) has a lot of high tech features, it's positioned as a fashion product rather than being pitched at geeks.

LG's tag line is "Style that lasts". This has a double meaning - that classic styling is timeless. And 'Secret' is robust because of scratch-resistant glass protecting its screen and a carbon fibre rear panel to make it more resilient.

Inspiration came from classic elements associated with brands such as Chanel, Burberry, Prada and Gucci. Timeless design, classic but trendy.

The brief was to achieve an elegant design rather than going for bling.

## Look & Feel

Slim is in, and LG's Secret has a fashionable side profile that's only 11.8 mm thick. It's one of the slimmest 5 Megapixel handsets available, possibly the slimmest slider.

In the past some people were concerned that slim phones were too flimsy and prone to damage if dropped or sat on.

LG have addressed this, using tough materials on the outside to protect Secret. As well as adding durability, polished textures give it classic feel.

Secret has a tactile keypad. It's one of the fastest keypads we've used, typing messages at what seemed like record speeds.

There's also a touchpad with neon glow spots. Some touch products had problems with sensitivity early on but Secret doesn't suffer from this issue, with the right level of responsiveness making it easy to use.

Styling elements didn't get in the way of functionality either.

## Screen & Back Cover

As mentioned, LG Secret includes a scratch resistant tempered glass screen, so tough that LG has used it as a chopping board in demos.

Protecting the rear is a carbon fibre back panel which doubles as a battery cover. For those living in the dark ages, carbon fibre is strong without being heavy and comes with a textured pattern. It's often used in race cars.

There's also a light sensor which automatically adjusts backlighting according to the amount of ambient light in your surroundings.

A gyro (motion sensor) is also included so that Secret can sense if you're holding the unit vertically or sideways, automatically adjusting the viewing perspective.

## Neon Glow

What's unique about this product is a visual lighting effect that pulsates when you press touchpad buttons at the base of its screen. A neon glow and vibration feedback take place each time you press. There's an option for touchpad indicators to be small dots, lighting up with a circular glow - or round circles that pulse when pressed.

This is a significantly more flamboyant element than classic styling described, but fun at night.

## Touch media

The main screen is touch sensitive, but only in conjunction with primary media functions. This means being able to finger press buttons appearing for Music, Photo, M-Toy (Games), Document or FM radio options on the main screen.

One example is while scrolling through photos you can select one by pressing it with your finger to bring up a full screen view. The image will fill the screen, from a vertical or sideways perspective, depending on which way you turn the phone.

M-Toy games use the motion sensor inside, letting you play darts by tilting and flicking the phone. Or cast your line in the fishing game by snapping forward, and jerking a fish out of the water when it bites - they're pretty novel.

These sound a bit techie in a fashion phone with 'style that lasts' but provide useful and fun advantages.

## Camera, Video & Connections

A 5 Megapixel auto focus camera with face tracking is also included. Have a look at our shootout on pages 20-24 to review results. High quality video can also be filmed and played back, even certain forms of DivX.

This handset isn't limited to being a fashion phone, but also includes document viewers for Microsoft Office and PDF files. Perhaps a better way of explaining is saying you can also do business with a stylish device.

It's a 3.5g product, enabling video calls and a good connection for blogging and other online services.

## Why 'Secret'?

Perhaps something's been lost in the translation, but those behind the 'Secret' pet name say that it's not easy to communicate the digital secrets of LG Secret through the limited mind share of traditional marketing.

They believe it's a phone that must be demonstrated to fully unlock a great number of secrets (aka lots of features) contained inside. Their idea is to provoke curiosity, so that consumers ask for more information rather than trying to communicate all its benefits in an overwhelming manner.

## Impression

This is probably the most appealing LG handset we've tried to date. It's easy to use and comes with a lot of extras.

Aimed at urbanites aged 18-39, LG Secret best suits people who like products made with quality materials and incorporating a classic, aspirational design. Style that lasts.



Actual size



As you can see the product's been designed to be stylish but with a number of 'secrets' hidden within. A four-way neon touch pad is positioned at the base of the screen, making LG Secret look a bit like something from outer space at night.



11.8 mm thick



There's a carbon fibre back and scratch resistant screen, making LG Secret durable. They say it provides style that lasts.



You can control the music player by finger presses of on-screen buttons that you see above.



And play motion-controlled games.



Or scroll through your photo library using finger presses.

This area inside Secret is called Touch Media, where the whole screen is finger touch sensitive. But only in this area.



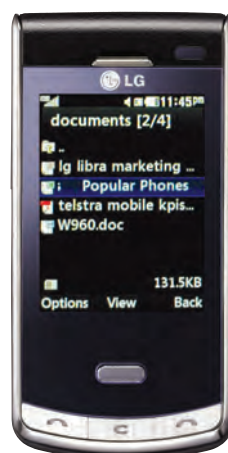
A motion sensor automatically adjusts the viewing perspective to display a full screen view of photos. Note the indicator on the left of this photo showing we've pressed the arrow taking us to the next shot.



It's great to see that LG has invested in high quality imagery to support a fashionable lifestyle proposition. Even though this sounds obvious, some vendors have been cutting costs in the wrong areas. With many phones all looking the same these days, a picture's worth a lot more than a thousand words in providing a strong visual identity.



Or zoom in on each photo by using your finger in conjunction with large on-screen controls.



Even though a stylish handset, productivity options are also included - such as viewing Microsoft Office documents and PDFs.



The option is available to view menus as a single page at a time (above) or grid view (on the right).



Touchpad buttons light up with glowing neon circles when pressed.