



**Press Release Contact Information:**

FMK FMK  
SACCS/TRACCS (Jordan Office)  
MD  
Shemisani  
Amman  
jordan, 11196  
Voice: 0096265660542  
Fax: 0096265660541  
E-Mail: [Email us Here](#)

**Interactivity Combined with Touch Technology Form the Future of Mobile Phone Industry**

*A convenient User Interface is one of the most influential factors affecting consumer decisions today, and something every smart manufacturer considers when creating a product. For that,*

**/24-7PressRelease/** - Amman, Jordon, July 16, 2008 - Global consumer electronics leader LG Electronics; has invested in R&D facilities that raise the benchmark of consumer interactivity with the wide range of products it manufactures, specifically in this scope - mobile handsets.

Since Chocolate - a touchpad mobile phone with over 18 million units sold worldwide; the company has focused on further developing touch technology and has expanded this technology into other product lines to improve their interactivity. In February 2008, LGE launched a powerful mobile phone called the LG KF600. This iF Design Award recipient - the KF600 - incorporates touch technology and interactive interface to make an exceptionally user-friendly device with a unique touch-sensitive navigation control panel featuring virtual buttons and sensory feedback that "touches" the user back.

The LG KF600 looks like a normal slide phone, but is set apart by this touch-sensitive InteractPad™ located just below the phone's main display, which replaces physical navigation keys with interactive virtual keys that change to fit the task at hand. This eliminates the need to memorize exactly which key performs what function. The virtual keys are also larger and better spaced than physical keys, improving accuracy. Indeed, the LGE KF600's InteractPad™ is truly the "soul" of touch phone technology - while other mobile handsets, employ similar technology, LGE is the only company that looks beyond basic technological trend to create a true improvement on the handset interface.

The General Manager of LGE Jordan, Mr. Kevin Cha said, "The KF600 is far more advanced than any other slide phone and unlike any other phone available in Jordan because of its unique interface and virtual navigation made possible by the InteractPad . It is truly a mind-reading phone."

From his end, The Chairman of 7Global - LGE Dealer for Mobile Communication in Jordan, Mr. Hani Qudsi said, "Touch technology will keep boosting interactivity in the electronics field, specifically mobile handsets. A perfect example of a successful harmony between stylish design and features that are easy to access and use is the LG KF600. With the arrival of this new product to Jordan, local consumers can now with a single touch and using the phone's InteractPad easily navigate features and have fun doing it."

About SACCS/TRACCS (Jordan Office)

TRACCS Jordan  
Maha Al Rawashdeh  
Tel: (+962) 6 5660542  
Fax: (+962) 6 5660541  
E-mail: [jordan@traccs.net](mailto:jordan@traccs.net)