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LG Prada phone to launch in silver

Touchscreen success goes semi-precious

by Amy-Mae Elliott published on 14 January 2008

LG's Prada phone, launched in March 2007, was one of the mobile phone success stories of last year selling over 700,000 handsets.

Evidently hoping to sustain that success throughout the coming year as well, LG in Korea has announced that the LG-KE850 will launch in silver to complement the already available black version.

The only difference, other than the colour and accessories, revealed at this stage is that the new silver Prada will apparently boast improvements to the touchscreen QWERTY keyboard software.

It's being reported that the silver LG Prada Phone will launch across Europe in 18 countries at the same time, including the UK, France, Germany, Spain, and Italy.

