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## LG Viewty to be launched in Dark Silver

### New colour-way for cameraphone

by Amy-Mae Elliott published on 21 January 2008

LG Electronics has announced a new "Dark Silver" colour option for the LG Viewty which has sold over 550,000 units in two and half months.

In addition to the current black offering, the Dark Silver option has been chosen by LG to "further the Viewty's polished, premium image, after researching colour preferences in countries where the phone is sold and colour trend forecasts for 2008".



"With this new Dark Silver colour option LG has made the LG Viewty even better, giving buyers an opportunity to customize their phones with a new high-tech finish that is still professional and complements its overall design", said Dr. Skott Ahn, president and CEO of LG Electronics Mobile Communications Company.

"We knew we had something special when we created Viewty, and it turns out that over half a million customers agree with us."

Another improvement to the LG Viewty is a redesigned jog wheel that makes scrolling through menus even easier. This improvement is based on customer feedback and available "in some markets".

LG has stated that it will release even more colour choices for the LG Viewty this year, so stay tuned.