

<http://www.pocket-lint.com/news/25375/lg-promotes-arena-s-class-interface>

LG promotes 3D S-Class user interface

With website, widget and games

by Amy-Mae Elliott published on 8 July 2009

LG has launched a website and a widget to promote its 3D S-Class user interface based mobile phones that include the Arena, the Viewty Smart and the LG-GD900 Crystal.

Announcing that the Arena has seen sales of 300,000 in its first month in Europe, LG credits the success to the UI, claiming it delivers "an amazing multimedia experience".

The 3D S-Class website has been developed to allow PC users to download a desktop widget and S-Class screensaver, as well as play 3D games in order to highlight the S-Class UI and its "ease of use".

In addition, LG is giving away an Arena handset every day to a participant who downloads the widget, and one every week to the top scorer in the 3D game.

To download the widget or screensaver, or to try out the S-Class UI online, visit <http://sclassui.lgmobile.com>.

