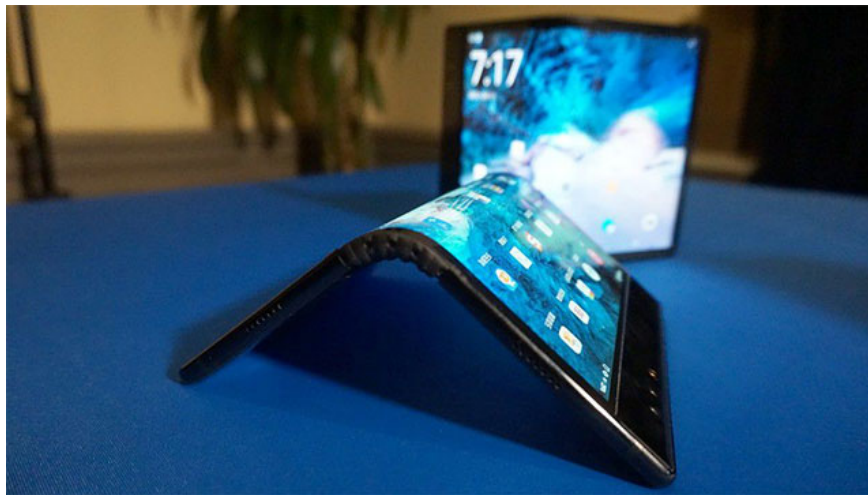


LG: Still 'too early' for the blooming of foldable smartphones

LG seems to be waiting for one of its competitors to be a 'white mouse' ...

When foldable smart phones were officially demonstrated at CES 2019 recently, many people couldn't hide their eagerness to use the commercial version of these unique smartphones, however, at the present time is it too early to address this issue?

While electronics giants like Samsung are said to be urgently completing the necessary steps to release smartphones that bend the commercial version in the first half of this year, there's a name. Another age in this industry, which is also known for its constant innovation and innovation, is not hasty, they want to take this opportunity to sit back and scrutinize it. How things will go, or what the market trend will be, is LG.



1. The clearest picture of LG G8 ThinQ ahead of MWC 2019

Recently, the head of LG's mobile business, Brian Kwon, told reporters at a press conference that the Korean manufacturer had been carefully considering it and had decided that now. It must be a good time for them to release a foldable smartphone on a commercial scale.

"We have carefully considered whether to release a foldable smartphone when launching our first 5G smartphone. And we have come to the agreement that now Now is not the best time to do that, "the Korean Times quoted Brian Kwon on February 15.

Why is that? Is LG looking for a bigger 'fish'? Or are they cherishing some unexpected plan in the future?



"The market demand for LG smartphones is expected to reach about 1 million devices, however, LG's main problem in the smartphone business is not how much it sells, such profits. Anyway, it is to regain our position in the market. Considering this situation, we realize that it is still too early for LG to launch a foldable smartphone," Kwon added.

1. LG will release both LG V50 and LG G8 at the same time this month?

Notably, Mr. Brian Kwon emphasized that if the maturity period is determined LG will be ready to launch its strategic card immediately.

"In terms of technology, we are fully prepared to respond, and this will still depend on consumer reactions and market situation."

In other words, LG seems to be waiting for one of its rivals to become a 'white mouse', testing the demand for the market's bendable smartphone before actually investing resources in the product. this.

To be fair, this is not a bad idea, but it also entails certain risks. If the opponent does too well and the market reacts positively to this new smartphone, it is likely that LG will forever be the next one.



1. The most remarkable smartphone models 5G will be released in February, who will lead the game?

Let's wait for the market's reaction in the near future, with a kind of cult events in the upcoming smartphone industry. It will be difficult to guess and all are still ahead!

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