

Looking back at LG G3 to remember that LG was once a pioneer in the smartphone market

After a series of unimpressive products from the two flagship G and V series, will LG regain its glory?

Today, LG's name has almost become blurred in the smartphone market with unimpressive products, but LG used to be one of the most innovative and once made a mark in the hearts of users. In 2013, LG G2 launched with a beautiful ultra-thin bezel design that helped LG get more attention. A year later, G3 launched and pushed that design to a new level with a bigger and sharper screen.



LG G2

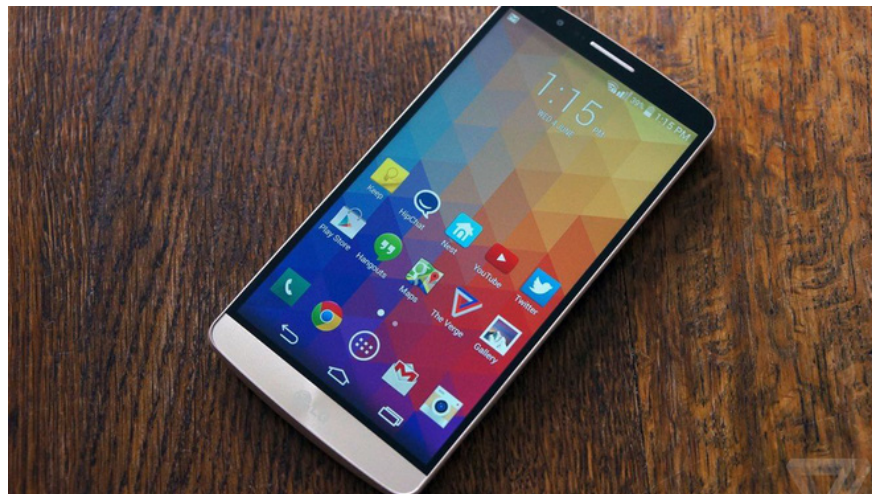
The LG G3 is the first QHD 1440p smartphone on the market. HTC Butterfly is the first smartphone with a Full HD screen, launched in January 2013. 1.5 years later, G3 appeared and took the first 1440p throne. Competing this position with LG is OPPO's Find 7, the Find 7 was first introduced but the G3 was the product that came to market earlier, so it's not wrong to say that the G3 is the first smartphone with a QHD screen on the market. .



LG G3

Its 5.5-inch 'True HD-IPS' LCD screen and 534ppi pixel density are still impressive today, although Sony has taken the crown of the smartphone with the sharpest screen. Since the launch of Xperia Z5 Premium with 5.5 inch 4K 2160p screen, but overall the smartphone market 6 years after the G3 launched, QHD is still the main resolution on Android flagships.

In addition to upgrading the resolution, G3 uses the same type of panels as LG G2, which is considered to have good viewing angle and color.



However, high resolution has affected battery life. Despite the screen size (from 5.2 inches to 5.5 inches) and resolution, LG retains the same 3000mAh battery capacity as the G2. Although G2 has a good battery life at 81h, G3 only 69h and after upgrading to Android 5.0 Lollipop, it is even worse.

The LG G3 uses the Snapdragon 801 chip, a slightly upgraded version of the Snapdragon 800 used on G2 last year. To be honest, the power of G2 is somewhat ahead of the competition at the time of launch when the Galaxy S4 only uses the Snapdragon 600 chip. The Galaxy S5 launched the same year had the same power as the G3 when using the S801 chip.

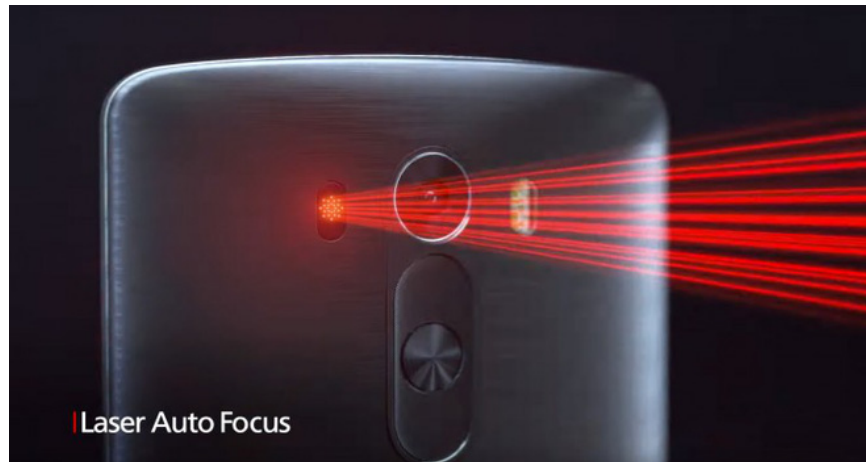


However, only G3 is equipped with a 1440p screen. Unfortunately, the Adreno 330 GPU is not capable of running games at 1440p, when the frame rate drops below 30fps. The Android Lollipop update didn't help either.

Not only the screen, but even the LG G3's camera offers a lot of fun. G3 has introduced Laser Autofocus feature to users. A 'fun fact' is that this device was originally developed for LG's robot vacuum, so that it can accurately measure distances.



G3 camera can focus extremely fast in just 276 milliseconds. Laser AF does not need ambient light to act as contrast autofocus and phase-detection autofocus. However, Laser AF has a limited range and is especially useful when taking close-ups.



13MP camera of LG G3 is very good quality with the ability to bring the image base, with HDR, with OIS. It is also one of the first smartphones to be able to film 2160p.

Below the camera is the power button and volume button. This is a design inherited from G2, which according to LG is so that users can use it more naturally and make a difference with the layout in the edge as many other products. The double-tap feature on the screen to open the device is also very convenient, especially when the G3 has a power button on the back, where you usually put it on the table.

The LG G3 has an outer layer of what LG calls a 'metallic skin', but it's not a metal, it's just a polycarbonate plastic painted with fake metal. This has caused mixed opinions, saying that LG has false advertising.



Anyway, the plastic back of the LG G3 also makes it easy to remove and replace the battery, and it even supports wireless charging.

Unfortunately, LG won the '1440p battle' but was the last loser. LG G3 has delayed the sale date because of the screen degree. In contrast, Samsung sold 11 million Galaxy S5 units in the first month.



It was not until June that the G3 was released to the market, at that time, many chose to buy another flagship for themselves. However, the G3 still managed to sell 10 million units in the first 11 months, as expected by LG. By the end of Q2 2014, 14.5 million G3 units were sold.

The LG G3 is not the company's last creative product, but LG phones are often overlooked. However, LG said it has plans to improve its very poor mobile division by 2021 and that the successor of the G series will play an important role.

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