

## **LG Tests Togetherness — and Cellphones**

*Laura M. Holson*

While fashion seemed to be the order of the day at the CTIA Wireless 2008 show in Las Vegas this week – even Giorgio Armani had its own branded phone - some at the wireless industry's largest trade show were focused more on the basics, like whether a phone actually worked well on a Verizon Wireless or AT&T network.

"While something like the iPhone may look good," said Thomas Whitley, LG's manager for field engineering, "I worry about whether a phone is going to get reception or not." A case in point: Mr. Whitley said that he and his team of 12 engineers spent hours weekly driving around the country to test what kind of reception LG phones have on various networks.

They usually fly to a city like St. Louis, Seattle or New York (Mr. Whitley is based in San Diego) where they rent a minivan. Then three or four engineers pile into the back and, using equipment to test reception, drive down country roads and busy freeways checking to see how well LG phones work. The average excursion? Five hours. "That's a lot of time to be together," he said. So far they have logged in enough miles to go to the moon, he said.

**Disponível em: <<http://www.nytimes.com>>. Acesso em 4/4/2008.**

A utilização deste artigo é exclusivo para fins educacionais