

## LG Has a Cloud

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LG launches the LG Cloud, an online service allowing customers to share content between various LG devices including PCs, smartphones and internet-connected Smart TVs.



Currently in free beta in S. Korea and the US, a global LG Cloud rollout should start from 2013. The company gives no details on pricing, but the service is heavily geared towards selling LG devices-- LG Smart TV and smartphone customers will get 6 months of 50GB of storage for free.

More interestingly it also allows the sharing of 3D video content between Optimus 3D smartphones and 3DTVs, with real-time transcoding making content playable in the format appropriate to the device in use. LG is but one of a number of companies trying to boost sales with cloud-based services-- Apple launched the iCloud service on 2011, and rumours insist Samsung is also launching an "S-Cloud" service sometime soon.

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