

LG Electronics France in Consumer Appliances (France)

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Abstracts

LG Electronics France continues to pursue its so-called SMART strategy with a view to providing end consumers with highly advanced consumer appliances which make use of digital and communication technologies. Building on its success in consumer electronics, especially smartphones, LG seeks to make the lives of consumers better by allowing them to remotely monitor and operate their appliances. In addition to offering convenient and time-saving features in its consumer appliances, the company's...

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