



## **Review LINE**

### **LINE**

LINE is a messaging application for mobile phones, PCs and Macs. In addition to basic messaging, you can send images, videos, audio messages and make VoIP calls. The application is recognized for its exclusive sticker system, which replaces traditional icons. Initially it was a mobile application developed for mobile phones with Android and iOS systems. After its excellent reception and the latest news among users, it has been extended to Windows Phone, BlackBerry OS, 1 Firefox OS, 2 Mac OS X and Windows.3 In the latter it has two versions: a traditional desktop and another exclusively for Windows 8 available in the Windows Store

LINE is an instant messaging application and a platform with numerous functions available on various devices such as PCs, iPads, iPhones and Android phones, born in Japan after the March 2011 earthquake that caused a decrease in telephone services. South Korean NHN workers, who also own the Naver search engine, have developed LINE to communicate with each other. LINEA's operation is very similar to that of its rivals. The app searches for contacts already using the service in your address book and adds them directly even if you can later delete or include them simply by using your username. The application also allows the creation of contact groups. In addition, the ability to send messages is linked to making calls on the Internet, as well as other similar applications such as Skype.

In this application, there are 5 buttons located below the screen that work as a friends list, instant messages, news walls, free calls and collection of all LINE functions in order. In the Instant Messages tab, the user can view the history of their conversations with their friends, including the company's promotions added as friends online by the user. LINE also provides the service of notification of new news from friends in LINE through the third successive button of instant messages. Other LINE functions can be accessed from the last button in the main button collection on the screen. These features are stickers, LINE stores, calls, friends, LINE friends, gift items, the LINE game, the LINE camera, B612, the calendar and the payline.

#### **-LIN stickers**

LINE offers the sticker service to its users to express their emotions by sending emojis of numerous original or world-famous characters such as Stitch and Star Wars. Artists can also create and sell their stickers through the LINE Stickers store.

#### **-LINE games**

LINE games were created by NHN Japan in 2011 for LINE app users. LINE games are available only to LINE users. Users can play or send gifts to their friends online and earn friend points in the process

#### **-LINE pays**

LINE Pay is an internal function of LINE that works as a convenient and automatic payment method for smartphones. LINE Pay has been developed to facilitate payment in local stores, to reach a world without cash.

#### **-Line taxis**

LINE Taxi has been developed so that LINE users can request a taxi through the LINE application. LINE Taxi is an internal function of LINE, so users do not need to install an additional application to use the service and it is synchronized with LINE Pay, making it easier for users to pay.

| Pros                                                                                                                                                                                                    | Cons                                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>-Save space on your phone.</li> <li>-Keeps all your social communications in one place.</li> <li>-A lot of personality.</li> <li>-Unlimited and free.</li> </ul> | <ul style="list-style-type: none"> <li>-No es bien conocido internacionalmente.</li> <li>-Las llamadas a teléfonos fijos no son gratuitas.</li> </ul> |

**Links Facebook:** <https://www.facebook.com/line.worldwide/>

**Twitter:** [https://twitter.com/line\\_global](https://twitter.com/line_global)

**Instagram:** <https://www.instagram.com/linefriends/?hl=en>

**Web:** <https://line.me/en/>

**Play Store:** <https://play.google.com/store/apps/details?id=jp.naver.line.android&gl=US>

**Apple Store:** <https://apps.apple.com/us/app/line/id443904275>