



Press release
Lund, February 14, 2011

Doro to release 5th generation of easy-to-use mobiles at Mobile World Congress in Barcelona

Doro continues to break new ground in the niche segment for easy-to-use mobile phones. Several new models and innovative solutions will be on display at the Mobile World Congress in Barcelona on 14-17 February. Just like their predecessors, the new phones have been developed with elderly users in mind, and the innovative design for which Doro has made a name. The new products include the company's first mobile phone with a camera.

"We are now releasing the fifth generation of our easy-to-use mobile phones, inspired by our hit phone the Doro PhoneEasy[®] 410gsm. There are shortcut keys and the sound quality has been further improved. On some models we also offer a high comfort display with higher resolution and larger size. We have made a lot of big and small changes, all of which together have resulted in an even better, more suitable product," says Jérôme Arnaud, President and CEO of Doro.

Desirable 3G mobile with easy-to-use camera

Perhaps the hottest new Doro product in Barcelona is the Doro PhoneEasy[®] 615 – the company's first 3G mobile with a 3.2 Megapixel camera.

"It feels incredibly exciting to be able to offer a mobile phone with a camera and 3G. Our latest customer surveys show an increased demand for a camera. To quickly and easily take a picture of your kids or grandchildren or to receive photos when you are far apart is a perfect function which will allow us to appeal to a larger proportion of seniors," continues Jérôme Arnaud.

Doro's mobile phones are developed in close cooperation with the target group via continuous user tests and with the well-reputed design agency Ergonomidesign. These have proved to be important ingredients in Doro's recipe for success.

"In the product development phase, we always start from the needs deriving from the challenges of ageing and have the ambition that our designs will make a difference by making their users' everyday lives easier," says Ulrika Ewerman of Ergonomidesign.

In addition to the Doro PhoneEasy[®] 615 3G camera phone, the Doro PhoneEasy[®] 610, Doro PhoneEasy[®] 680 and Doro PhoneEasy[®] 682 will be on display at Doro's stand 2G01 at the Mobile World Congress in Barcelona.

Doro PhoneEasy[®] 615 – Doro's first camera phone that also offers 3G.

Doro PhoneEasy[®] 610 – the successor to the Doro PhoneEasy[®] 410gsm, now with a direct key for text messages and many other improvements.

Doro PhoneEasy[®] 680 and Doro PhoneEasy[®] 682 – equipped with a special GPS function. If the user falls and cannot get up, he or she can press an alarm key and be easily located.

For more information, please contact:

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Product information

All products in the new series

- Extra loud, clear sound
- Large, easy-to-read text in a display with clear contrast and the option of adjusting the font size
- Easy to send text messages using the text message key
- 3 quick dial keys for people you call frequently
- Integrated hearing loop, i.e. works with hearing aids (HAC M3/T4)
- The keys are clearly separate and concave for greater user-friendliness

Doro PhoneEasy® 615 – easy-to-use 3G camera phone

Highlights:

- 3.2 megapixel camera with flash
- Alarm key for greater security
- Available in black and red



Doro PhoneEasy® 610 – easy-to-use mobile with text message key

Highlights:

- Integrated hearing loop, i.e. works with hearing aids (HAC M3/T4)
- Alarm key for greater security
- Available in black, white, red and silver metallic



Doro PhoneEasy® 680 and Doro PhoneEasy® 682

Highlights:

- GPS positioning
- Alarm key linked to GPS positioning
- A function to reduce background noise to make it even easier to hear
- Separate alarm key supplied (Doro PhoneEasy® 682)
- Available in black



For product tests (waiting list) and product photos, please contact:

Ida Åstrand, Grayling, phone +46 737 639 732, email: ida.astrand@grayling.com

For high-resolution images: <http://bit.ly/fw6eIS>

The products will be on sale in stores as follows: Doro PhoneEasy® 610 and 615 in June/July and Doro PhoneEasy® 680 and Doro PhoneEasy® 682 in September

About Doro

Doro is a Swedish company that focuses on developing, marketing and selling telecom products targeted particularly at seniors – a growing group of people worldwide. With more than 35 years of experience in the telecom sector, Doro is today a world-leader in simple, user-friendly mobile phones with sales in more than 30 countries on five continents. Doro created the Care Electronics segments and has in recent years received several international design awards. In 2010, the company had sales of SEK 633 million. Doro's shares are quoted on the OMX Nordic Exchange Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com