

Press release

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Doro widens Care Electronics range with new innovative amplified cordless phone for senior citizens

Doro's rapidly expanding business unit Care Electronics continues to widen its product portfolio. In launching the new amplified cordless phone for senior citizens, the Doro HearPlus 318w, Doro clearly demonstrates that the company cares and listens to the senior target group. The new phone is available across Europe.

Doro Care Electronics is Doro's rapidly expanding business area, incorporating all products aimed at the senior citizens' target group. In 2007, sales in Care Electronics doubled to SEK 51 million and volumes rose by 73 per cent. In Q4 2007 sales were up almost 160 per cent. The attractive product portfolio also includes the highly successful, easy-to-use, mobile phones for elderly people, the Doro HandlePlus 324gsm and Doro HandleEasy 326gsm.

Doro has developed the Doro HearPlus 318w with Professor Maria Benktzon and her team of designers at the internationally recognised design agency Ergonomidesign in Stockholm. The cordless telephone is for senior citizens who want a cordless phone that makes it easy for them to stay in touch with family and friends. In addition to the innovative ergonomic advantages, the Doro HearPlus 318w is specifically designed for people with impaired hearing or hearing aid.

"I'm very proud of our new Doro HearPlus 318w. It's a phone that proves that we really care and listen to the senior citizens' specific demands and requirements when we design our successful Care Electronic products. We simply dare to make our products that are different from all the others," says Jérôme Arnaud, Doro's CEO.

The high level amplification, outstanding sound quality and the enhanced hearing aid compability makes the Doro HearPlus 318w a perfect cordless phone for people hard of hearing. The extended and slightly bent handset is not only easier to grip but also gives extra support for the arm when making calls. It easily falls into place in the steady base unit and has large buttons as well as a large, easy to read display.

The Doro HearPlus 318w is available across Europe.

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About Doro

With over 30 years' experience in telephony Doro is today characterised by innovative and user-friendly consumer electronics products. The company develops markets and sells a wide range of products in three business units: Home Electronics, Business Electronics and Care Electronics. The company's products are sold in more than 30 countries worldwide through a variety of retail outlets, including electronics stores, online stores and specialized channels. The company had sales of SEK 346 million in 2007. Doro's shares are quoted on the Stockholm Stock Exchange, Nordic list, Small companies. Read more about Doro at www.doro.com.



The new cordless phone Doro HearPlus 318w



Innovative ergonomic design features – Doro HearPlus 318w