

**Press release**  
Lund, 18 July 2008

## **Doro's products for the elderly win award in leading international design competition**

**IDEA®**, the American design award, is one of the most esteemed prizes in the world, with only top-class international designs receiving recognition. This year five of Doro's Care Electronics products have won bronze in the "Communications products" category. Together with the other winners, Doro was presented in this week's issue of the American business magazine **Business Week**.

The American IDEA® awards are highly prestigious and the products that are awarded prizes have been closely scrutinized by an international jury. Each contribution is examined in terms of eight different criteria including innovation level and user-friendliness. After this the jury chooses the three leading products in seven different categories.

"We are unbelievably proud of the award for our products in Care Electronics. This is proof that our extensive investment in design for the elderly has attracted international attention. It shows that products for senior citizens can also be inventive and good-looking," says Jérôme Arnaud, Doro's CEO.

The Doro Care Electronics products awarded bronze in the IDEA® competition are the HearPlus 317c, MemoryPlus 319ph and HearPlus 318w telephones, the HandleEasy 326gsm mobile phone and the HandleEasy 321rc remote control. All five products have been developed in cooperation with the internationally noted Swedish design agency, Ergonomidesign. Ergonomidesign is one of the world's leading design firms in Inclusive Design, or Design for All, ie designing and developing products so that they suit people with special needs.



In total there were 1,517 contributions to the competition of which 205 received an award. Earlier this year Doro also won the French design prize, the Janus Award, with its Doro MemoryPlus 319ph phone for senior citizens, which has now won two awards.

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Further information about the competition, winners and contributions can be found at [www.businessweek.com](http://www.businessweek.com).

High-definition pictures of Doro's products can be downloaded at [www.doro.com](http://www.doro.com)

### **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](http://www.doro.com).

## Facts about Doro's award-winning Care Electronics products



**HearPlus 318w**  
Cordless telephone with strong amplification.



**HearPlus 317c**  
Telephone with strong amplification for people with impaired hearing.



**HearEasy 326gsm**  
Simple and easy-to-use mobile phone.



**MemoryPlus 319ph**  
Telephone with one-touch photo buttons and strong amplification.



**HandleEasy 321rc**  
Universal remote control.

*Doro's Care Electronics products that won awards in the American design competition, IDEA®*

### Facts about IDEA® – International Design Excellence Awards

- The American IDEA® awards to world-leading designs has been held since 1980.
- The awards are categorized gold, silver and bronze.
- In total 27 countries took part in this year's competition.
- The awards ceremony will be held in the US on 13 September.

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