

Press release
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Climate-ready sound phone with Doro Form

Doro's latest home phone, Form, has been specially designed for environmentally conscious consumers who demand high quality sound. During its development Doro worked closely with audio specialists to provide the most clear, distinct sound possible.

Doro Form is a new generation home phone. In addition to the acoustic chamber, which provides a clear, distinct sound, the phone also has less of an environmental impact than other home phones. It is ENERGY STAR® certified and has an inbuilt photo frame on the base unit. The telephone is also equipped with an ergonomically designed handset, which makes it comfortable to talk on no matter how long the conversation lasts.

"Form is a home phone for modern, quality-conscious consumers. The combination of fantastic sound quality and a clear environmental focus makes it appealing both to look at and to the soul. The photo frame also makes it possible to simply change its appearance, which will hopefully also lengthen its lifespan," says Petra Lundgren, consumer product manager at Doro.

All three phones in the Form series are ENERGY STAR® certified, which is an internationally recognized certificate awarded to energy-efficient products, enabling consumers to easily choose the right products in store.

The Form series consists of three different versions – the small matt black, mobile phone-inspired home phone with a colour screen, the silver sand version with silver buttons and a black frame and the third more basic black version with catalogued black and white display.

The phones are available at well-stocked electronics stores and cost SEK 700, SEK 500 and SEK 450 respectively.

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About Doro

With over 30 years' experience in telephony Doro is today characterized by innovative and user-friendly consumer electronics products. The company develops, markets and sells a wide range of products in three business units: Care Electronics, Home Electronics and Business 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 363 million in 2008. Doro's shares are quoted on the OMX Nordic Exchange Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com.



Form 30

Five facts about Form in brief:

- ENERGY STAR® and Eco Functionality certified to help customers make the right choice
- Personalise it by changing the picture as often as you want
- Available in three versions, the small matt black, mobile phone-inspired home phone with a colour screen, the silver sand version with silver buttons and a black frame and the third more basic black version with catalogued black and white display
- Form is equipped with an acoustic chamber that provides a clear, distinct sound
- The ergonomically designed handset makes it comfortable to talk, no matter how long the conversation lasts

Environmental certification in brief



- A US environmental certificate
- Used in the EU in close collaboration with the U.S. Environmental Protection Agency
- The certificate covers office equipment, mainly computers, computer screens, printers etc.
- Over three years, ending in 2009, to cut energy use in the EU by 30 TWh, equivalent to almost all the electricity needs of Hungary
- Read more about ENERGY STAR at www.energystar.gov

- Reduced energy consumption when using and on standby mode
- Automatically reduced emissions depending on distance between base station and receiver
- Meets all demands for ENERGY STAR certification.
- Read more about Eco Functionality at www.doro.com