

## **Doro partners with university to develop avatar facilitating design of easy-to-use consumer products**

Doro is an industrial partner in a European Union funded research project working to create an avatar, an advanced Virtual User Model, for the development of adapted and easy-to-use products for people with special needs. In the project, named VICON, Doro is cooperating with well-reputed scientific institutions as University of Bremen, Fraunhofer FIT, RNID and CNIB, among others.

The EU initiated the project with the aim of preventing the marginalization of people with impaired vision, hearing and mobility. The project will initially focus on two product categories that are important for people in their daily lives, washing machines and mobile phones. The primary target group is the growing number of seniors.

"It feels great to partner with a prestigious university and combine scientific approaches with our pragmatic culture. This enables an exchange of ideas between experts on disabilities and how to improve future product design," says Doro's President and CEO Jérôme Arnaud. "At the same time, as a category leader and an European SME, we feel we have an important role to play in contributing to the development and dissemination of new tools integrating the needs of seniors at an early stage in the design of consumer products".

As the category leader in Care Telecoms, this is an area where Doro is already at the fore with its easy-to-use mobile phones.

"In our surveys of people's needs – and in our sales – we have already noticed that easy-to-use mobile phones and other consumer products, such as easy-to-use television remote controls are proving highly useful. We are able to apply knowledge and intelligent design to help people continue to use technology as they did prior to their disability," says Jérôme Arnaud.

Doro will participate in the definition, validation, dissemination and the potential commercialization of the project's results. Ultimately, the EU hopes that the project will also enhance the competitiveness of European technology companies.

### **For further information contact:**

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### **Facts about the project VICON:**

Virtual User Concept for Inclusive Design of Consumer Products and User Interfaces (VICON) is a project in the EU's seventh framework program, also known as FP7. This is the EU's main instrument for funding frontier research in Europe and it is valid from 2007 to 2013. More information on [cordis.europa.eu](http://cordis.europa.eu)

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### **About Doro**

Doro is a Swedish company focusing on the development, marketing and sales of telecom products specially adapted to the growing worldwide population of seniors. With over 35 years of experience in telecommunications, and sales in more than 30 countries on 5 continents, Doro is the world's leading brand for easy-to-use mobile phones. Doro created the Care Electronics category and in recent years our products have received several highly distinguished international design awards. The company had sales of SEK 363 m 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](http://www.doro.com).