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Family phone with a superior sound

Doro® is launching the new Doro Formula – a new home phone with superior sound for the whole family. The emphasis will be on functionality for many new product developments in the autumn. Functionality is nothing new for Doro and coupled with crystal-clear audio, the Doro Formula is a phone for anyone looking for great sound in their phone, regardless of whether they're calling or answering.

"We're clearly seeing that our customers are interested in functional, designed, affordable home phones, but at the same time they don't want to compromise on sound quality," says Petra Lundgren, Marketing Communications Manager at Doro.

When developing the phone, Doro concentrated on maximizing sound for making it easier to hear each other during a call. At a time when the phone has become more than just a phone, and even a definitive interior design item, the Doro Formula is a smart, affordable option.

Doro Formula meets the requirements for, and is marked with, the international standard for energy efficient products for the home - Energy Star: something that guarantees the phone uses less energy than an equivalent product. It is also marked with Doro's own eco-label – Eco Functionality.

Doro Formula comes in two matt black versions, Formula 3 and 6, where the latter has a speakerphone and phonebook capable of storing up to 50 numbers. Formula 3 and 6 will be launched in August at well-stocked electronics stores and cost SEK 250 and SEK 350 respectively.

For more information, please contact:

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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 2009, the company had sales of SEK 493 million. Doro's shares are quoted on the OMX Nordic Exchange Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com

Quick facts about the Doro Formula



Doro Formula 3/6

- Classic matt black finish
- Illuminated display
- High, clear sound **TrueSound**
– Doro enhanced sound quality

Doro Formula 6

- Speakerphone
- Capable of storing up to 50 telephone numbers

Quick facts about eco-demands



- An American eco-label
- Used in Europe through close cooperation with the US Environmental Protection Agency
- The label covers office equipment, particularly computers, computer screens, printers, etc.
- Read more about ENERGY STAR at www.energystar.gov



- Reduced energy consumption both when in use and resting
- Automatically reduced sender effect depending on distance between base and handset.
- Meets all demands for ENERGY STAR certification
- Read more about Eco Functionality at www.doro.com