

**Press Release**

Lund, 6 September 2013

## **Doro introduces its second smartphone - the Doro Liberto® 810**

**Doro is now revealing its most anticipated mobile phone to date – the company's second smartphone Doro Liberto® 810. This sleek and stylish handset takes the concept of easy-to-use mobiles even further into the smartphone arena. Doro Liberto® 810 will be launched in September, with a gradual introduction in Doro's key markets during the fourth quarter of 2013.**

Doro has fused deep consumer insight with the latest smartphone technology to create an easy and effortless product, and made functions such as sharing photographs and sending emails easier.

"Our latest smartphone combines all the functionality of a mainstream handset with everything at the core of Doro. It is this very 'DNA' that has solidified us as the clear world-leader in easy-to-use mobile phones", says Jérôme Arnaud, President and CEO at Doro in a comment.

The easy-to-use Doro Liberto® 810 enables people to do more, connect more and share more. The device offers a straightforward menu structure with sharp and crisp icons giving access to the most useful features. The Doro Liberto® 810's ergonomic design, soft touch casing, comfortable size and weight, mean it can be handled and operated with both confidence and ease.

The trio of physical keys located on the front screen further differentiate the handset from other products. These keys enable faster access and provide a positive tactile response when pressed. An intelligent touchscreen keyboard powered by SwiftKey® and specifically adapted to senior audience learns the nuances and preferences of the individual user.

Users also benefit from choice and freedom of content, with access to Doro's own selection of the best apps, or those downloadable from Google Play™. The operating system is Android™ 4.1 with Doro's own software Doro Experience® installed as the user interface allowing the user or his relatives to program the content of the phone.

### **Further information**

For more information, please contact:

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### **About Doro**

Doro AB is a Swedish public company formed in 1974. It released its pioneering 'easy-to-use' mobile phone in 2007 and today is the global market-leader within the category. Doro products and solutions are available in thirty countries spanning five continents. These include; mobile phones and smart devices, applications and software, fixed line telephony, telecare and mobile health solutions. Doro removes barriers to adoption of new technologies and holds numerous international awards in recognition of its product designs and innovations. Doro shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic List, Small Companies. Revenues of SEK 837.5 million were reported for 2012. [www.doro.com](http://www.doro.com)

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