

**Press Release**

Lund, 10 September 2013

## **Doro enters strategic and exclusive partnership with Tellybean – enabling a unified video calling service via TV in Europe**

**Doro has entered into a strategic partnership with Tellybean, enabling a unified video calling service via the users existing TV sets. The Proof of Concept of this plug-and-play solution is showcased at the on-going IFA trade show in Berlin.**

“Beyond standard telephony, Doro is planning to use technology in a different way to better connect generations. Television is present in most elderly household and is a natural display to see other family members in their home - connected via Skype or video services”, says Jérôme Arnaud, Doro’s President and CEO in a comment.

The new ‘plug-and-play’ Doro TV Experience powered by the Tellybean service will enable quick and easy video calling on existing TV sets. The device will use an integrated video camera and embedded software to automatically connect with major video calling platforms such as Skype, or video chat via social network sites like Facebook. The service will be powered by an unobtrusive Android™ set top device, with both WiFi and mobile network connectivity.

After successful Proof of Concept phase, Doro’s plan is to launch the commercial offer during 2014.

**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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