



Doro Enters The Smart World

Doro, the European market leader in easy-to-use mobile phones, today reveals it is entering the smart device and application market. The Swedish company is launching its smart strategy and previewing new products at the global Mobile World Congress in Barcelona.

The Doro Experience[®]

The company has developed the Doro Experience[®] - and intends to make it the benchmark for all easy-to-use Android mobile applications and Windows PC services developed specifically for seniors. The Doro Experience can also be installed onto any smart device to make it easy-to-use. Doro Experience[®] combines a straightforward user interface, a web-based management portal and a selection of applications and content specifically for seniors.

1. The **Doro Experience[®]** user interface provides a 'fuss-free' experience with well-spaced, large and clear application icons. Doro has taken its extensive knowledge of the senior mobile user and applied this to the world of applications and smart devices. This is part of a clear strategy from the company to help bridge the digital divide faced by seniors around the world.

2. The **Doro Experience[®] Manager** is a web-based management portal that enables the user, or their family and friends, to remotely manage the content and applications stored on the device. Thanks to this cloud-based technology, digital content including photos and applications can now seamlessly be pushed onto or removed from the device. This service has purposely been developed by Doro to reduce isolation and to improve communication between generations.

3. The **Doro Selection** provides a recommended choice of applications and content for the senior smart device user. Rather than choosing from thousands of applications, it includes a limited number of both Doro and third party applications for download. One of Doro's applications enables seniors to easily access Facebook content. This means that all ages of mobile user can now automatically push Facebook content, such as status updates and photographs directly to seniors who have devices enabled with the Doro Experience[®].

Doro Experience[®] will be available for license by third party device manufacturers from spring 2012.

Doro showcases its first 3G smart phone

The first Doro mobile phone to feature the exciting new Doro Experience[®] is the Doro PhoneEasy[®] 740 - an Android 3G slider. The handset has a touchscreen and also a large, well-spaced keypad - providing both choice and familiarity to the user. Doro's first easy smart phone will be released globally in the summer.

Jérôme Arnaud, CEO at Doro commented: "This week is a milestone in our story. The Doro Experience[®] is a significant step forward in the direction of our offering. We continue to adapt to the evolving needs of the senior audience, which is overall becoming more tech savvy. After the development of our 3G feature phones, the Doro Experience[®] is another innovation which further expands the accessible mobile market among seniors. We have applied our extensive knowledge of seniors to our smart devices and applications. Which means that Doro customers will continue to enjoy a brilliantly simple Doro experience."

About Doro

Doro, the leader in the telecom care market is a Swedish public company. With over 38 years of experience in the telecom industry, the company focuses on developing, marketing and selling products, software, TeleCare and mHealth solutions specially adapted to the growing worldwide population of seniors. Doro's range of easy-to-use mobile phones is unmatched and its unique know-how has been recognized through several international design awards. The company's products are sold in more than 30 countries on five continents. In FY 2011 revenue totalled SEK 745m. Doro's shares are quoted on the OMX Nasdaq Stockholm exchange, Nordic list, Small companies. Read more about Doro at www.doro.com



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