

Press release
Lund, 6 March 2008

Doro's investment in products for senior citizens gives prestigious international design award

Doro will receive the prestigious French Janus Award for design for the Doro MemoryPlus 319ph telephone specially developed for senior citizens. The telephone, which is part of Doro's new, successful Care Electronics business area, has been specially designed for senior citizens with slight dementia and problems with memory loss. Behind the winning design is a close collaboration between Doro and the Swedish design firm Ergonomidesign.

The Janus Award is a well-renowned French design award started in 1953 and run by the French design institute, *Institut Français Du Design*. The jury consists of fifty or so sociologists, behaviourists and experts from the business and design world who judge new products and services on the French market. The award is given every year to the products and services that best succeed in living up to the five design criteria: Ergonomics, Aesthetics, Ethics, Economy and Emotionality.

The Doro MemoryPlus 319ph has been given the Janus Award in the health category - *Janus de la Santé*. The French design award is a feather in Doro's cap and could prove to be really significant for its continued success on the growth area of Care Electronics in France, which is currently Doro's largest market.

"We're very proud and happy to receive this award. It's proof that we are on the right track in our investment in Care Electronics, products that facilitate the everyday lives of senior citizens. It's also pleasing that our senior citizen products are receiving attention from a design perspective, because this type of product is traditionally limited in terms of form and functionality and has only existed in a secluded part of the market," says Jérôme Arnaud, Doro's CEO.

The Doro MemoryPlus 319ph, which received the award, was launched last autumn and is specifically designed for senior citizens who suffer from memory loss. The design combines exceptional simplicity of form with functionality. The telephone is characterised by its large memory buttons with space for photos and an ergonomic shape for ease of use and greater comfort. The telephone has been designed in close collaboration with Maria Benktzon, professor of industrial design, and her colleagues at the Ergonomidesign design firm in Stockholm.

"When designing it's important to realise that senior citizens have different needs and there is no exact age for when we get old. We've focused on making the telephone clear and intuitive so users instinctively understand how it works. We also put user needs first, while not forgetting the aesthetic value," says Maria Benktzon.

Doro will receive the French award at the Janus Award gala in Paris in September.

To download the high resolution image click [here](#) or go to www.doro.se.

For further information, please contact:

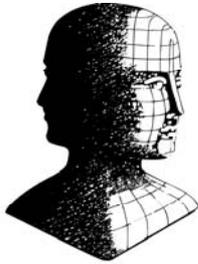
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Doro MemoryPlus 319ph – winner of the Janus de la Santé 2008 award



**JANUS 2008
DE LA SANTÉ**

About the telephone

- Designed for senior citizens with poor hearing, memory or grip
- Produced in collaboration with Ergonomidesign
- Large memory buttons with space for photos
- Available with flaps for number buttons for people with slight dementia or memory problems
- Hearing aid compatible
- Ergonomically designed telephone handset for increased comfort

About the Janus Award

- Awarded annually by the Institut Français Du Design
- Since 1953 more than 1,000 different design initiatives have received the award
- Products given the Janus Award are usually user-friendly, creative with an innovative design
- The various award winners over the years have included a wide range of companies – from small local companies to major, international groups from industry and the service sector
- This year's other award winners include well-known brands such as Malongo, one of Europe's leading coffee houses, with its ergonomically designed espresso machine, and kitchen appliance manufacturer Laguiole, with an innovative kitchen knife

About Doro

With over 30 years' experience in telephony Doro is today characterised by innovative and user-friendly consumer electronics products. The company develops markets and sells a wide range of products in three business units: Home Electronics, Business Electronics and Care Electronics. The company's products are sold in more than 30 countries worldwide through a variety of retail outlets, including electronics stores, online stores and specialized channels. The company had sales of SEK 346 million in 2007. Doro's shares are quoted on the Stockholm Stock Exchange, Nordic list, Small companies. Read more about Doro at www.doro.com.