

**Press Release**

Lund, 8 September 2014

## **Doro introduces its new smartphone – the Doro Liberto® 820 – with first listing through Telekom Deutschland**

**Doro introduces its new smartphone – the Doro Liberto® 820. This attractive product is specifically adapted for the needs of seniors and is a major step forward in making a positive difference. Moreover, the first product shipments will have an immediate impact, as the telecom operator Telekom Deutschland will market this product in German stores and online from mid-October.**

The Doro Liberto® 820 is a high end model fully loaded with Doro DNA: both enhanced look-and-feel and specialist design. It is an easy-to-use, senior-friendly smartphone with useful functionality including a coach, which guides beginners step-by-step through the device.

“I am convinced that the Doro Liberto® 820 will successfully encourage seniors to upgrade from a feature phone to a smartphone. The response we have already received from our focus groups and our channel partners in Europe is very promising”, says Jérôme Arnaud, President and CEO at Doro.

In June this year Doro started its cooperation with Telekom Deutschland by listing two of its easy-to-use feature phones.

This new listing means that Doro and Telekom Deutschland have taken a further step in their cooperation to offer the latest in senior-friendly technology to the German market.

“We have found a strong partner in Doro and with the Doro Liberto® 820 we will offer an attractive senior smartphone”, says Michael Schuld, Senior Vice President Head of Communications and Sales Marketing at Telekom Deutschland.

“This launch is a major milestone in our strategic plan to develop the senior smartphone segment. I am very satisfied to see this product now out in the market and that Telekom Deutschland becomes the first network operator to introduce the Doro Liberto® 820 in Europe”, concludes Jérôme Arnaud.

For more information on the product, visit: [www.doro.com/liberto820](http://www.doro.com/liberto820)

### **Further information**

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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 more than 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. Net sales of SEK 1,142.5 million (EUR 128.9 million) were reported for 2013. [www.doro.com](http://www.doro.com)

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