



Press release

## **Doro Secures Network Deal with O2 in Ireland** *Stylish clamshell mobile phone available now*

**Dublin 14 November 2011:** Swedish manufacturer Doro is pleased to announce a partnership with O2 in Ireland that sees the Doro PhoneEasy 409bw become available on the O2 network. The stylish clamshell handset offers the same ease-of-use experience that has become Doro's calling card. Targeting the user who wants a no nonsense mobile phone the Doro PhoneEasy 409bw sports a large, easy to read colour display, extra loud ringtones and call volume as well as a large, clear keypad with separated keys.

The menus are designed with the consumer in mind, making the Doro PhoneEasy 409bw one of the easiest mobile handsets to get to grips with. Other functions include a wake-up alarm, reminders and an assistance button – found on the back of the handset – which when pressed will call or text any numbers the user has pre-set.

The Doro PhoneEasy 409bw is hearing aid compatible making it an ideal choice of handset for people with hearing loss and the senior mobile market. Doro is a category leader when it comes to this field and the Doro PhoneEasy 409bw looks set to be another great addition to both Doro and O2's catalogue of mobile devices.

Brendan Moran, Head of Consumer Operations at O2 said: "With Ireland's growing ageing population, it is becoming more and more important for us to invest in products appropriate for this market. Doro is a world leader in easy-to-use mobile handsets and we're delighted to be able to offer this device to our customers."

Chris Millington, Managing Director of Doro Ireland said: "We're very pleased to have secured this listing with O2 in Ireland. As Ireland's second largest operator, O2 is a significant step for us in reaching our target demographic in this market. We're thrilled O2 has both supported this handset and understands the need for intuitive easy-to-use mobiles that provide accessible technology in a bid to make people's lives easier."

The Doro PhoneEasy 409bw is available now on O2 from €69.99 on pay-as-you-go and from free on contract. The phone is available online and at O2 retail stores nationwide.

### **The Doro PhoneEasy 409bw**

**Size:** 98x50x19mm

**Weight:** 110g

**Talktime:** 192 minutes

**Standby time:** 533 hours (over 22 days)

**Other features:** Speakerphone, vibrating alert, wake-up alarm, reminders and an assistance button for security features

### **Further information:**

Review units, demonstrations and imagery are available  
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**About Doro**

Doro, the leader in the telecom care market, is a Swedish public company. With over 37 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 2010 revenue totalled SEK 633 m. Doro's shares are quoted on the OMX Nasdaq Stockholm exchange, Nordic list, Small companies. Read more about Doro at [www.doro.com](http://www.doro.com)