

Swedish company Doro®, the European leader in senior mobile communication, along with Optus, have announced the launch of the Doro PhoneEasy® 623. Customers can now purchase the Doro PhoneEasy® 623 at Optus retail stores nationwide.

The Doro PhoneEasy® 623 is an easy to use, stylish clamshell mobile phone with camera. It offers loud, clear sound and standard features that make using every function very easy. It is light, thin and records video, and is an upgrade on the highly successful Doro PhoneEasy® 615, which proved popular with Australian seniors.

With the Doro PhoneEasy® 623 you can record and send video messages in addition to text messages and photos. Other features include direct memories and SMS button, charging cradle and Bluetooth®.

The Doro PhoneEasy® 623 is priced at \$119.00 and is available at Optus stores nationwide. Key features of the Doro PhoneEasy® 623 include:

- Easy to use camera and video
- Extra loud and clear sound with speakerphone
- Backlit keypad with key tone and talking keys
- FM-radio
- Assistance button
- Hearing aid compatible
- ICE (In case of emergency)

Jérôme Arnaud, Doro President and CEO said, "Doro is pleased to continue partnering with Optus in Australia because they recognise seniors are looking for a best in class product at a reasonable price."

Ends

Review handsets and high res photos available – for more info see contact details below. 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.au

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