



## Optus to carry Europe's leading mobile phone for seniors

Australia, 30 April 2012: Swedish company Doro, the European leader in senior mobile communication, today announced a retail partnership with Optus in Australia. Customers can now purchase the Doro PhoneEasy 615 at nearly 300 Optus retail stores, 170 BigW stores and 370 Dick Smith stores nationwide.

The Doro PhoneEasy 615 is an easy to use 3G mobile phone with easy to use camera, zoom and flash, easy to read text and display and extra loud and clear sound. The handset is an elegant and durable clamshell design for answering and ending calls with a simple flip.

As with all Doro mobiles, unwanted functions can be hidden to make it even easier and tailored to the needs of the user. The Doro PhoneEasy 615 is priced at \$165.00 and is available now.

Other features of the Doro PhoneEasy 615 include:

3.2 MP camera with zoom and flash

SMS, camera & direct memory buttons

Dual display

Widely spaced, large concave keys

Loud and clear sound

Hearing Aid Compatible (HAC rating M3/T4)

Security functions with ICE (In case of emergency and separate emergency call button)

A charging cradle.

Gavin Williams, Head of Segment Marketing, Optus said, "There is a vast seniors market in Australia and we're confident this handset will resonate well with our older customers. Doro's mobile phone range and in particular, the Doro PhoneEasy 615 handset, specifically adapts today's must-have technologies to make them easier for elderly Australians to use."

Andrew Batchelor, General Manager, Doro Australia said, "All Doro mobile phones are easy enough for anyone to use, without sacrificing style. The retail partnership with Optus, announced today, will see many more Australians for the first time enjoying the unique Doro experience of our Doro mobile phones."

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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 745 m. Doro's shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic list, Small companies. Read more about Doro at [www.doro.com.au](http://www.doro.com.au)

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