

Uniden launches Australia's first fixed line phone with integrated Bluetooth technology

Uniden has launched Australia's first fixed line phone system with integrated Bluetooth technology. The Uniden XDECT R Dual Mode Bluetooth Phone meets the needs of a mobile generation with its unique design enabling calls to and from paired mobile phones to be taken through the system's cordless handsets. This new release means handset selection is no longer dictated by whether the call is transmitted through a mobile network or landline. Householders now have the freedom to choose which phone to use based on convenience and personal preference. For example, where an incoming call to a mobile phone might otherwise be missed, by pairing this phone to the XDECT R Dual Mode Bluetooth Phone, the call could be picked up on any cordless handset located throughout the home. For people who wish to minimise their use of mobile phones, the new XDECT Bluetooth phone presents them with a viable alternative for staying connected while at home. For others, it could mean they are able to take advantage of competitive mobile-to-mobile call rates, while still enjoying the comfort of talking on the ergonomically designed home phone. Another important benefit of the XDECT R Dual Mode Bluetooth Phone is its ability to eliminate mobile phone dead spots throughout the home. Utilising in-built repeater stations in the base of each cordless handset as well as a diversity and high gain antenna system, the XDECT R system offers unprecedented talking range and coverage. Once a mobile phone is paired with the Uniden system, incoming mobile calls can achieve the same performance as those connected to the landline*. The XDECT R Dual Mode Bluetooth Cordless Phone can be connected to up to two mobile phones at a time, making it ideal for busy professionals, the active family or a small business. Other key features include an Integrated Digital Answering Machine, advanced bright backlit blue LCD and Caller ID display and Remote Access as well as a Do Not Disturb function to provide greater control over incoming calls. "We understand that the mobile phone is an integral part of today's modern lifestyles, with many Australian households and businesses listing a mobile as their primary contact number. It isn't realistic to expect that when people come home, they check these devices in at the door," said Uniden National Marketing Manager, Mark Willis. "Consumers demand innovation and greater intuitiveness when it comes to technology, and home phones are no exception to this. It is because of our constant drive to create devices that integrate with our contemporary lifestyles that Uniden has been the number one selling cordless phone in Australia for the last eight years. Our launch of Australia's first Dual Mode Bluetooth Cordless Phone reflects this commitment." The Uniden XDECT R Dual Mode Bluetooth Cordless Phone will be available in leading department stores and electrical retailers from August 2010.

XDECT R035BT+1 \$229.95

XDECT R003BT \$129.95 (additional handset) For sales and customer enquiries: phone Uniden 1300 366 895 or visit www.uniden.com.au * Mobile phone must be located in a coverage area while paired with the XDECT R Dual Mode Bluetooth Phone. MEDIA NOTE: Download an image at <http://www.flickr.com/photos/writeaway/4813679539/>

Contacts

Corrina Anderson
+61 2 9978 1410
mailto: corrina@writeaway.com.au