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Siemens Gigaset Debuts Leading Convergence Technology to US Market

Gigaset One Delivers Futuristic Innovation with Premium Convenience

Dallas, TX-- Siemens Gigaset, one of the world's largest manufacturers of cordless telephones and an innovator in the development of Interference free DECT technology, today enters the US telephony market with its premier portfolio of technology products including the innovative Gigaset One, a home plus mobile convergence technology solution.

The new Gigaset One offers a novel all-in-one system allowing consumers to merge home and mobile Bluetooth phone systems into one. Enhanced to work with or without a landline and coupled with its one time, one touch application, consumers are now able to make and receive mobile calls on any corded or cordless phones around the home. With Bluetooth technology and Gigaset One, you can answer your mobile phone from any home phone extension and this new system helps eliminate poor audio quality or cellular dead zones. Gigaset One allows users to connect up to three Bluetooth mobile phones, each with a unique ring tone, for a retail price of \$99.99.

“Leveraging our deep expertise as the global leader in the voice industry, Siemens Gigaset works to infuse innovation into all of our products and respond to the needs of the American market,” said Rod Keller, CEO of Siemens Gigaset, North America. “We know that most consumers value the reliability, performance and quality of a landline phone but want the option to merge their home and cellular phones. We are introducing Gigaset One today to provide consumers with the convergence solution they want from Siemens Gigaset, a brand they can trust.”

With an estimated one million products expected to be sold in the US over the next two years, Gigaset One will be available nationwide in August. In addition, a full line of innovative cordless telephones products will also be available in January 2010 at many retailers nationwide. Gigaset One was developed and designed with the American consumer in mind by the world’s most experienced telephony technology leader.

About Gigaset Communications USA LLC: Gigaset Communications USA LLC is a wholly owned subsidiary of Gigaset Communications GmbH and a trademark licensee of Siemens AG. The company with its U.S. headquarters in Dallas, Texas and its global headquarters in Munich, Germany, develops, manufactures and distributes high-quality products under the brand Siemens Gigaset. The portfolio includes fixed-network phones, Bluetooth and Voice over IP devices. The primary production site is in Bocholt, Germany, where the Gigaset products are developed and manufactured under the most stringent quality and environmental standards.

Gigaset Communications GmbH is the clear market leader in Europe for DECT phones. With its headquarters in Munich, the company develops, manufactures and distributes high-quality products under the brand Siemens Gigaset. Its portfolio includes fixed-network phones, Voice over IP devices, software solutions and home media products. The primary production site is in Bocholt, Germany, where the Gigaset products are manufactured under the most stringent quality and environmental standards. Gigaset Communications GmbH is a licensee of the Siemens trademark. Gigaset Communications GmbH is an ARQUES Industries AG (<http://www.arques.de>) company.

Additional press releases are available for download at <http://www.gigaset.com/press>

You can find out more about Gigaset Communications at <http://www.gigaset.com>

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Siemens Gigaset One

Gigaset One – Next Generation

Make your cell phone into a home phone and your home phone into a cell phone with Gigaset One!

- Simple to set up, simple to use
- One touch, one time pairing
- Pairs up to 3 cell phones
- Works with any Bluetooth cell phone and any corded or cordless home phone system
- Works with or without a landline!
- Plugs directly into any outlet, no long power cords to hide

30% Smaller Size



Works with all current *Bluetooth* cell phones and is upgradeable for future specifications