

## PRESS RELEASE

### **Gigaset presents the new and “soon to be Germany’s best-selling phone”**

**Munich, August 1, 2013 – The new Gigaset A415 is about to soon become “Germany’s best-selling phone.” The successor to the likewise best-selling A400 series, Gigaset’s A415 is an easy-to-use, solidly equipped and classically designed cordless phone in the lower price segment which impresses above all with its much larger display.**

The Gigaset A415/A415A is an easy-to-use, solidly equipped and classically designed cordless phone. Its functional design language is the result of clear lines and surfaces and a visibly ergonomic form. Yet it is not only its unassuming, clear design that makes the A415/A415A the new crowd-puller: There have rarely been so many useful features packaged and arranged in a phone in an extremely user-friendly way and at such a low price.

### **Good features made even better: The new A415 replaces the successful A400**

“The customary Gigaset quality ‘Made in Germany’ also goes for our entry-level phone,” says Manfred Heuermann, the responsible Product Manager at Gigaset. “We attached very great importance in the A415/A415A to solid workmanship and extensive practical functions. We intend to offer this blend in the lower price segment of our A line in order to follow up on the success of the A400,” adds Heuermann.

And the A415/A415A certainly has extensive features: Users can reach their contacts in a matter of seconds using the phone book, which has space for up to 100 entries. Calls are conducted in brilliant audio quality thanks to HSP sound quality, whether the handset is held to the ear or in handsfree mode. All that is rounded out by sound profiles that can also be adjusted.

Features like illumination and flashing of the “pick up the receiver” button when calls are received and an illuminated button to indicate new messages make the phone especially user-friendly and convenient. The wide range of menu languages and an integrated bracket to enable wall-mounting of the base station mean that A415/A415A can be used by everyone and installed just about anywhere. The integrated day/night mode and the function

for time-controlled deactivation of the ringtone ensure that users can decide when they want to be able to be reached and if they do not want to be disturbed during the night.

### **Refined design philosophy of the entry-level model**

Gigaset stands for design – and all Gigaset phones blend harmoniously into modern home interiors. Gigaset offers a broad range of products that all have one thing in common: meticulous attention to detail. And the Gigaset A415/A415A is no exception. Its timeless silver color in combination with black or white expresses the idea of an essential and universal product – a phone for everyone, young or old, technology fans or skeptics.

### **Integrated answering machine**

The Gigaset A415A has an integrated answering machine that can record up to 20 minutes of messages. It is operated using an especially generous keypad on the base station or from the handset itself. Along with a refined operating concept and clear user interface design, users experience a balanced product that is perfect for everyday use.

### **Smart when it comes to the environmental protection**

ECO DECT models such as the A415/A415A offer the familiar Gigaset ECO mode, which when activated reduces transmitting power by up to 80%. The A415/A415A also supports ECO Plus mode, which even turns off the transmitting power completely and so makes the phone radiation-free while in standby – even when the handset is not in the base station or multiple handsets are in use simultaneously.

**Gigaset AG**, Munich, is an internationally operating company in the area of communications technology. The Company is Europe's market leader in DECT telephones. The premium supplier ranks second worldwide with around 1,400 employees and a market presence in around 70 countries.

Gigaset AG is listed on the Prime Standard of Deutsche Börse and so is subject to the very highest requirements for transparency. Its shares are traded on the Frankfurt Stock Exchange under the symbol 'GGS' (ISIN: DE0005156004).

**More information on Gigaset can be found at:** <http://www.gigaset.com>

**Gigaset in the social web:**



**Contact:**

Gigaset AG

Raphael Dörr

Press Spokesman

Phone: +49 0(89) 444 456 866

E-mail: [info.presse@gigaset.com](mailto:info.presse@gigaset.com)