



## **PRESS RELEASE**

### **Gigaset's SL930A Android phone conquers Europe**

**Munich, October 14<sup>th</sup>, 2013 – Gigaset launches sales drive for the new SL930A full-touch Android fixed-network phone in 21 European countries. Following the successful market launch of the SL930A in Germany, Gigaset is now letting other countries in Europe enjoy the unlimited world of apps from Google Play™ as part of traditional fixed-line telephony.**

Gigaset is also pursuing a clear internationalization strategy with its new SL930A Android fixed-network phone and expanding sales of it to the whole of Europe. Just under a month after launch of the innovative DECT cordless phone with an Android 4.0 (Ice Cream Sandwich) interface, it is to go on sale in 21 other European countries.

“A special focus is on Gigaset's large European markets such as France, Italy and Spain. However, its launch in countries like Russia or Turkey is also of great importance to us and we've already chalked up successes there with the SL910,” says Maik Brockmann, CSO of Gigaset AG.

#### **Upcoming launch in 21 other core European markets**

The SL930A will soon be available in Switzerland, Austria, the Netherlands, France, Italy, Spain, Greece, Turkey, the UK, Norway, Sweden, Russia, the Czech Republic, Belgium, Slovenia, Serbia, Croatia, Bulgaria, Bosnia and Herzegovina and Azerbaijan.

With this internationalization concept and start of sales in the fourth quarter of 2013, Gigaset will ensure broad availability of the new Android premium phone on time for the Christmas trade season, when strong sales are normally generated.

## **Premium fixed-network telephony coupled with the advantages of a smartphone**

The new Gigaset SL930A unites the merits of a smartphone with the familiar high-quality finish and premium features of a Gigaset fixed-network phone. The Android interface enables convenient access to Google Play with its more than 975,000 apps, as well as customization to the user's individual wishes – and so significantly extends the range of applications of a conventional fixed-network phone.

## **Continuing the history of impressive looks**

The form of the Gigaset SL930A enhances the user experience, with a flat casing and its polished metal surface ensuring ergonomically perfect handling. High-precision mechanical components create a haptic concept that offers unique quality and blends with the state-of-the-art Android interface. As a result, the SL930A has the premium look of the SL910 and is taking over the role of the new flagship in Gigaset's product portfolio.

## **The start of a new era**

Gigaset sees the SL930A as pointing the way to new and highly promising cloud-friendly products. The range of Android-based systems will soon be expanded. The Maxwell, a full-touch HD video phone in tablet format and likewise based on an Android interface, will be launched at the end of the year in the pro segment. Other products will also follow in the consumer segment.

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**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)