

## Gigaset Sculpture: Technology meets design

**With its new designer phone Sculpture, Gigaset not only addresses the growing desire by customers to transform technical devices into a haptic experience, but also demonstrates that cutting-edge technology, ergonomics and user guidance are compatible with an exceptional design.**

A recent survey by Statista<sup>1</sup> shows that people mainly pay attention to functionality (92.8%) and design (92.2%) when they buy items of furniture. The same is increasingly true of technical devices, such as phones. Products themselves must become a haptic experience, be eye-catching and blend seamlessly into modern interiors. The new Gigaset Sculpture embodies all that.

### **The guiding principle: An outstanding design full of character**

“We wanted to create a phone that has a strong character and impresses as a totality. Our goal was to achieve that mission. Accordingly, the result runs the gamut from the visual shape, access logic and operation of the menus to a new dimension of customizability through replaceable elements and a broad range of colors,” says Hans-Henning Brabänder, Head of Design Management at Gigaset.

Sculpture has reaped the first reward for the high standards set in its development by capturing this year’s Plus X Award in the categories High Quality and Design.

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<sup>1</sup> <http://de.statista.com/statistik/daten/studie/1632/umfrage/wichtige-kriterien-beim-moebelkauf/>

The Plus X Award is bestowed on manufacturers whose products have a “crucial lead when it comes to quality,” with seals of approval being awarded in seven different categories: Innovation, High Quality, Design, Ease of Use, Functionality, Ergonomics and Ecology.

To win the award, a product must be high-quality, functional and have a cutting-edge design and must offer one or more persuasive additional functions, i.e. meaningful innovations. Sculpture is the result of this ideal and award-winning balance between design, ergonomics and top quality. It is characterized by meticulous design of its shapes and surfaces combined with customary reliable and high-quality Gigaset technology.

Maximum customizability is enabled by two different basic colors (white and black) and three replaceable elements in the colors “Champagne,” “Zebrano” or “Graphite.” The result is six different possible combinations for users as regards color and look. They can put together their own phone and adapt it at any time by elements that can be subsequently purchased and so design and experience it afresh time and again. The separation between the phone and base stations also supports that: Only Sculpture remains as an object in the room, whereas the base station can be placed elsewhere. In addition, it blends with their living environment in unprecedented style.

### **Appearance is not everything**

“Even though appearance is of particular importance with a designer phone, you should never rely on looks alone,” adds Brabänder. “Design and technology must form a functional and aesthetic whole – a design-oriented phone like Sculpture will ultimately gain acceptance only if the result is a successful balance of modern technology and an exciting form language in a user-friendly overall concept suitable for everyday use and users and consumers can also feel that.”

Sculpture has a 1.8” FT color display with 65,000 colors. You immediately feel the exact pressure point of the user-friendly keypad. Numbers can be entered fluently and conveniently.

Other practical highlights, such as the address book for up to 200 entries with three numbers each, the integrated alarm, calendar and birthday reminder functions, the baby phone with an intercom function or the brilliant HSP (High Sound Performance) audio quality, as well as convenient handsfree operation in full-duplex quality, make Sculpture a phone that has lots of features and leaves nothing to be desired.

Sculpture is also available in a version with an answering machine (CL750A GO). The answering machine can store up to 30 minutes of messages. To enhance user convenience, it has a recording and indicator function and can be programmed to be activated and deactivated at the times the user desires. The answering machine is operated from the handset. In this variant, Sculpture thus becomes a hybrid phone that can be used on both analog and IP connections. In its IP configuration, Sculpture – like all GO products – is especially suited for the new IP-based fixed-line connections of Deutsche Telekom, which will gain in importance as part of network conversion throughout Germany. The GO functionality is only available in the Sculpture version with an answering machine (CL750A GO).

### **Eco-friendly design**

Sculpture is part of Gigaset's Green Home portfolio, which helps make it an environmentally-friendly and sustainable solution. ECO DECT models such as Sculpture offer the familiar Gigaset ECO mode, which when activated reduces transmitting power by up to 80%. Sculpture 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 Sculpture will go on sale in Gigaset's [online shop](#) and through authorized specialty retailers as of August 2015. Each of the above variants comes with a replaceable shell in the colors "Champagne" or "Graphite." Additional patterns, such as "Zebrano," can be subsequently purchased individually from the online shop to change the phone's look.

Gigaset AG, Munich, is an internationally operating company in the area of communications technology. It is Europe's market leader in DECT telephones. The premium supplier is likewise the leader worldwide with around 1,400 employees and sales activities in around 70 countries. Under the name Gigaset pro, the company continues to develop and market innovative business telephony solutions for small and medium-sized enterprises. The company also operates in the smart home arena. Cutting-edge, cloud-based products and solutions for the smart home are developed and marketed under the name Gigaset elements.

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

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