

PRESS RELEASE

Phoning in style

The Gigaset Dune connects people in style while providing quality and comfort

Munich, Germany, 5 May 2014 – In May, Gigaset will launch its new Dune, a designer telephone that combines the quality and ergonomic comfort consumers have come to expect with an appealing modern look. Based on the form of a sand dune, its subtle curving lines and shimmering mother-of-pearl finish are a perfect fit for the sophisticated living environments of design lovers.



A phone for design fans

In a world of custom kitchens and colour-coordinated decor down to the very last sofa cushion, an ever-growing number of consumers are saying “My home is my castle” and are attaching great importance to high-quality, visually appealing interior design. Even electronics should fit the overall concept. The Gigaset Dune lives up to these demands in a brand new way. Peter Kolin, Director Design Management at Gigaset: “We sought inspiration in nature, with its timeless contours and colours, leading us to develop a designer telephone that becomes an elegant interior-design accessory.” Its pearl finish with brown accents and its streamlined contours call to mind a sand dune and are a treat for the eye and the hand. High-quality materials and fine details, such as the copper-coloured navigation button, make this phone a true work of art.

A reliable partner for home

The phone’s inner beauty also shines through. Thanks to its strong battery, users get up to 14 hours of talk time for long chats without the need to run back to the charger. Furthermore, the Dune is perfect for talkers who love to multitask: the no-slip base makes sure the mobile hand-held unit stays right where it should during hands-free use, making



it easier to cook, shop online or look after children. The hands-free equipment also features brilliant HSP sound quality.



Proven quality

The Dune is an asset for everyone who values fresh, modern design as well as proven technology and standard functions. The phone comes with a host of features, such as a built-in answerphone with over 30 minutes of recording time (only available on the model with answerphone) and an address book capable of storing up to 200 entries with three different numbers each. In addition, the Dune can also be used as a baby monitor. Thanks to the combination of modern, convenient technology and natural elegance, Gigaset is setting trends in cordless telephones.

The Gigaset Dune will be available in stores for €69.99 (recommended retail price) from May. The model featuring an integrated answerphone will be available for €79.99 (recommended retail price).

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). DE0005156004.

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