

PRESS RELEASE

Gigaset presents first CeBIT 2014 highlights:

Dune – the bionic fixed-line telephone

Munich, February 27, 2014 – Gigaset is presenting Dune (CL540 series), a completely new fixed-line phone for consumers, as one of the highlights of this year's trade fair. Dune leverages findings from the field of bionics, thus boasting unprecedented natural ergonomics and beauty.

Naturally beautiful

For customers, Dune reveals itself to be a real gem, uniting high-quality materials with convenient technology. A finely sculpted form, elegant material design with a pearl white finish and upmarket details, such as the copper-colored navigation key, create an outstanding look, allowing Dune to blend seamlessly into any conceivable modern habitat. In terms of haptics, Dune impresses with its contemporary user interface and graphical precision. Both support simple orientation in a balanced range of practical functions.

Inspired by nature

The Gigaset Dune is a perfect symbiosis of natural beauty and state-of-the-art technology. "Bionics tries to apply natural phenomena to modern technology. We all already use numerous bionic features in our everyday life," says Maik Brockmann, CSO of Gigaset AG. "That begins with Leonardo da Vinci's idea of applying how a bird flies to flying machines and ends with the velcro fastener inspired by burdock burs. Nature has continuously perfected structures through evolutionary processes and we can learn from this. And that was precisely our objective in the design process for Dune."

Perfect blend of form and function

Dune offers a shape inspired by nature and perfect handling. Soft-touch elements provide a secure grip, both in the hand and on the shoulder. Dune's S shape is the result of uniquely sculpted ergonomic areas and forms, and the concave earpiece nestles with unrivaled gentleness against the ear, ensuring the very best acoustics. Dune's front is shaped by the large 1.8" TFT color display measuring 38 x 32 mm and 65,000 colors, as well as the elegant, flat and illuminated keypad with polydom technology.

Dune offers top sound quality and handsfree calls in HSP quality. The volume of the ring tone can be adjusted in five levels, and a 2.5-mm jack is also available for connecting a headset (mono).

Dune, of course, also incorporates the typical standard Gigaset features – for example, an address book for up to 200 entries with 3 numbers each, a configurable screensaver, as well as a babyphone and integrated alarm, calendar and birthday reminder function. It also boasts the especially long standby and talk times for which Gigaset is well-known, in this case 320 hours in standby mode and a talk time of 14 hours.

The Dune series also has the remedy for customers who want a model with an answering machine: The CL540A has an integrated answering machine capable of storing up to 30 minutes of messages.

The Gigaset Dune (CL540 series) comes in three variants:

- Dune without an answering machine (CL540)
- Dune with an integrated answering machine (CL540A)
- An additional Dune handset with a charging cradle (CL540H)

The Dune series can be used with up to six handsets and offers the full functionality of the Gigaset L410 handsfree clip and the Gigaset SL930H, SL910H and S820H handsets with touch display.

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



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