

DORO wins award for outstanding design

Doro's Eliza has been recognized as a product of outstanding design at the iF Design Awards 2020 in Hamburg.

The iF Design Award is one of the most important design prizes in the world. It honors design achievements in all disciplines: product, packaging, communication, service design, architecture and interior architecture as well as professional concepts.

The Doro Eliza is a digital smart care hub for seniors. It integrates seamlessly with the new digital infrastructure and connects with a full range of telecare sensors such as smoke detectors and alarm radio triggers. It also offers long-term reliability and cost efficiency, with service providers enjoying simple, accurate and swift monitoring and administration.

The judges praised Eliza's design saying: "The design team created a contemporary and non-stigmatizing device that seamlessly blends into home environments". Doro Eliza was designed in collaboration with McKinsey Design in Stockholm.

Steve Smith, Vice President, Doro Public Care said: "We are delighted Eliza has won such a prestigious award. We are living longer and many of us want to continue living at home for as long as we can. Six out of ten seniors said technology enabled care makes them feel secure at home*. The Doro Eliza raises the bar by combining the latest digital technology with modern contemporary design."

The iF design award night will take place in Berlin on 4 May 2020, in the legendary Friedrichstadt-Palast, and Doro Eliza will be part of iF design's exhibition at Café Moskau in Berlin from 2 to 10 May 2020.

Read more at <https://ifworlddesignguide.com/entry/284448-doro-eliza>

About Doro Eliza

Doro Eliza is a new and unique social alarm for seniors in need of increased security at home. It is a smartcare hub that raises the bar in technology enabled care. It's the only solution on the market that brings this level of reliability and security to service users, alarm receiving centers and service providers. The design team created a contemporary and non-stigmatizing device that seamlessly blends into home environments. The generous and centred physical alarm button with added light guidance allows for a user-friendly interface and overall experience. Doro Eliza enables people to feel secure at home and enjoy their lives independently.

*Novus July 2018 on behalf of Doro AB 5000 seniors 55-85 across Europe.

About the iF Design Award

For 67 years, the iF Design Award has been a mark of quality for exceptional design. The iF Design Award is one of the most sought-after international design awards and is organised by the world's oldest independent design organisation, International Forum Design GmbH. Doro Eliza received the award in the product design category. There were 78 members on the jury, and Doro Eliza was competing against over 7,000 other products from more than 50 countries. Further information about the iF Design Award at <https://ifworlddesignguide.com>

About McKinsey Design

McKinsey Design – part of McKinsey & Company – is a global community of designers working side-by-side with our clients to solve some of the world's most complex and important challenges. We partner from

strategy to reality to deliver the full business, environmental, and societal value of design. Yet we are so much more than a design firm. We marry the world's best creative talent together with McKinsey's proven strategic, analytical, and technical capabilities. The result is extraordinary experiences, products, and services that delight people, drive growth, and creates change that matters for our clients, their communities, and in turn for society.

For more information, please contact:

Sara Paulsson, Corporate Communication Manager, +46 72 886 52 93, sara.paulsson@doro.com

About Doro

Doro develops telecom products and services for seniors to lead full and rich lives: to do things they want to do more easily as well as the things they thought they might never do. The global market-leader in senior mobile phone, Doro offers easy-to-use mobile phones and smartphones, mobile applications, fixed line telephony with loud and clear sound. Within Doro Group, Doro Care offers social care and telecare solutions for elder and disabled persons for independent and safe living in their own homes. Doro AB is a Swedish public company and its shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic List, Small Companies. Net sales of SEK 1,906 million (EUR 186 million) were reported for 2018. www.doro.com

Image Attachments

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