

## **AVM FRITZ!Box Fon WLAN 7270, In Stores Now: the New FRITZ!Box Generation by AVM**

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New class of DSL routers for even more applications

- With WLAN N and an integrated DECT base station
- Integrated fax, answering machine and VPN
- Internet and fixed-line network telephony in HD voice quality
- One device for Annex A and Annex B lines
- Single-language user interface or multilingual user interface (e.g. in Belgium)

Berlin, 3rd November 08 - FRITZ!Box Fon WLAN 7270 by the Berlin communication specialist AVM is now available in stores. The new FRITZ!Box model offers unparalleled variety for your DSL connection in a single device. The new WLAN N standcard ensures optimum data, voice and film transmission. For the first time FRITZ!Box Fon WLAN 7270 integrates a DECT base station for Internet and fixed-line network telephony with ports for analog and ISDN telephony. FRITZ!Box Fon WLAN 7270 can tackle a variety of applications thanks to a comprehensive software package, which includes a fax function, answering machine and VPN. The international version of FRITZ!Box Fon WLAN 7270 works with both Annex A and Annex B lines.

FRITZ!Box Fon WLAN 7270 – New Class of Routers by AVM FRITZ!Box Fon WLAN 7270 has opened up a brand-new class of routers and provides a platform for networked applications such as IP TV, video on demand and music streaming thanks to its powerful processor. It has ports for analog telephones, ISDN telephones and cordless telephones to meet all Internet and fixed-line network telephony needs. The integrated DSL modem, four LAN ports and wireless connections that comply with the new WLAN N (Draft 2.0) standard let you connect all PCs and multimedia devices in your home to the network and the Internet. The new FRITZ!Box offers internal broadband management for parallel applications such as VoIP and HD video streaming. The FRITZ!Box Fon WLAN 7270 USB 2.0 port and integrated media server enable new applications in your network. Music data is available in the entire network even if your PC is off. The international version of FRITZ!Box Fon WLAN 7270 can be used with both Annex A and Annex B lines.

Fast WLAN N Connections with Automatic Security FRITZ!Box Fon WLAN 7270 enables WLAN connections with the WLAN N standard, which is ideal for simultaneously transmitting data, voice and multimedia and which supports gross data transfer rates up to 300 Mbit/s. Multiple antennas with MIMO (Multiple Input Multiple Output) technology increase data throughput and expand wireless coverage. WLAN connections can be used in the 2.4 GHz and 5 GHz frequency bands. FRITZ!Box is secure straight out of the box thanks to its activated WPA/WPA2 encryption. WLAN communication can be

switched on and off automatically or manually using a pushbutton, while WLAN Eco Mode optimizes output power even when the device is in use.

#### Integrated Base Station for Cordless Telephones – New Sound with HD Telephony

FRITZ!Box Fon WLAN 7270 makes placing calls over the Internet or your fixed-line network easy and convenient. Existing telephones can be connected to FRITZ!Box. Cordless calls are also possible thanks to the new integrated DECT base station, which lets you use up to six mobile components. You can assign each mobile component its own number and answering machine. DECT handsets are paired easily with FRITZ!Box using a button. DECT enables up to three simultaneous cordless conversations. FRITZ!Box Fon WLAN 7270 already complies with the first phase of the new DECT wireless standard (CAT-iq), which offers such improvements as significantly better voice quality during cordless calls. In future, new voice transmission standards for HD telephony will enable brand-new sound quality even for calls over the Internet. Using important familiar features from ISDN, such as toggling, call waiting, call divert and three-way conference calls, is intuitive with AVM's new FRITZ! product whether for Internet or fixed-line network calls.

#### Extensive Software Package – Low Energy Consumption

The new FRITZ!Box Fon WLAN 7270 features an extensive software package, including an integrated answering machine, fax machine, telephone book, alarm clock, firewall, child lock, integrated VPN function, and WLAN timer or WLAN autochannel. Development of the latest FRITZ!Box model focused on low energy consumption from the very beginning. The Eco Mode uses various methods to cut power consumption considerably. With its low energy needs FRITZ!Box Fon WLAN 7270 fulfils the recommendations of the European Commission on energy efficiency in broadband devices.

#### Perfect Complement: FRITZ!WLAN USB Stick N

The new FRITZ!WLAN USB Stick N by AVM is the perfect complement to the new FRITZ!Box and also supports WLAN N. The AVM Stick & Surf function makes it easy to automatically establish a secure connection between FRITZ!Box and FRITZ!WLAN USB Stick N.

#### In Stores Now – Five-Year Warranty

The FRITZ!Box Fon WLAN 7270 and FRITZ!WLAN USB Stick N are available in stores now. FRITZ!Box Fon WLAN 7270 is available at suggested retail price of €249 (including VAT), and FRITZ!WLAN USB Stick N at a suggested retail price of €89 (including VAT). As always, AVM offers a five-year warranty. Support and firmware updates are free of charge.

#### About AVM and FRITZ!Box:

Founded in Berlin in 1986, AVM is one of the top two providers of DSL devices in Europe. With over 50 percent of the market share, it is the leading provider in Germany, Europe's largest market. AVM employs 460 people and generated €280 million in turnover in fiscal year 2007.

The Berlin communication specialist has received multiple awards for its innovative FRITZ! family of products, which are developed and produced in Germany. FRITZ! enables fast, user-friendly DSL access, easy networking, inexpensive Internet telephony and versatile multimedia applications.

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