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For immediate release

EGO sets new standards in hands-free devices

Funkwerk Dabendorf brings the exciting world of multimedia to cars. From Plug-&-Play entry level solutions to full systems for hands-free calls, music, navigation and communication, Ego has the perfect product for every requirement.

The year 2007 saw the launch of a completely new hands-free concept. Funkwerk Dabendorf GmbH presented the Ego series, devices that let you do much more than simply make telephone calls in exceptionally high sound quality. The Ego product family is available in six different versions, with features ranging from music playback right through to an advanced navigation system. All Ego devices include state-of-the-art Bluetooth technology for wireless connections between mobile phones, MP3 and iPod™ players and the Ego device. The products feature a sleek, stylish design and intuitive, easy-to-use controls and menus.

The Ego family, developed by Funkwerk Dabendorf, is designed around a modular high-performance hands-free set, thus ensuring greater safety on the road while you enjoy phone calls in exceptional sound quality. The Ego Cup is a Plug-&-Play entry-level solution which is designed to fit in most standard cup-holders and does not require additional installation. With Ego Cup FM, Funkwerk Dabendorf puts plug&play to a new level. In contrary to its younger sister it is equipped with a whole host of convenient features such as a built-in rechargeable battery, display and FM transmitter. The next device up is the Ego Talk, which includes an MP3 playback function that allows you to listen to music from a mobile phone or MP3 player through the car's speaker system. The Ego Flash offers an ultra sharp, high definition OLED display; the Ego Look provides a host of great features and a brilliant 65,000 colour display. The Ego Drive is the top-of-the-range solution for navigation, hands-free phone calls and in-car multimedia.

All products communicate wirelessly with Bluetooth, meaning that your phone never has to leave its pocket, handbag or case. Once the initial connection has been made, the device will automatically recognise your phone, enabling you to start making and receiving calls immediately. Disturbance and interference are automatically reduced and the radio is muted whenever you make or take a call. All Ego devices will play back music files in crystal-clear sound from your phone, iPod™ or any other MP3 player via Bluetooth through your car speakers. Depending on the model, the device is controlled with a remote control, touch screen or buttons on the device. The top-of-the-range model, the Ego Drive, offers a wide range of functions: in addition to advanced navigation with TMC, the device will also play videos and other multimedia applications on its ultra-crisp 4.3-inch touch screen.

Prices for the Ego devices are given on request.

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About the company

Funkwerk Dabendorf GmbH (FwD), headquartered in Dabendorf by Berlin, is a division of Funkwerk AG, a stock-market listed company based in Kölleda, Thuringia. FwD develops and manufactures mobile in-car communication solutions. The company's customers include renowned automotive manufacturers, such as Audi, BMW, Mercedes-Benz Cars as well as commercial vehicle manufacturers like DAF, Daimler Trucks, Iveco and MAN. Funkwerk Dabendorf also supplies a wide range of advanced retrofit products for in-vehicle communication, navigation and multimedia. The product palette is rounded off by an efficient fleet management system. Funkwerk Dabendorf is a market leader for mobile in-vehicle communication.