



**Press release
Cebit 2010
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AVM at CeBIT 2010 – Hall 13, C48

**AVM debuts new FRITZ!Box models at the CeBIT –
Broadband 100 Mbit/s and 450-Mbit WLAN**

- What's new with WLAN N: FRITZ!Box 3370 with 450-Mbit WLAN and more coverage
- FRITZ!Box for your cable TV connection: FRITZ!Box 6360 with cable modem
- FRITZ!App: FRITZBox integrates smart phones into your home network
- Countless innovations for NAS, DECT, WLAN, IPv6 and streaming

Berlin/Hanover. **AVM, the Berlin communication specialist, will unveil its new FRITZ!Box models and many new innovations at the CeBIT 2010. The new FRITZ!Box WLAN 3370, the first device in its performance class, relies on the latest generation of WLAN N standards. Data transfer rates are increased to up to 450 Mbit/s and WLAN coverage is significantly greater. The FRITZ!Box Fon WLAN 6360 will also be premiered – AVM will roll out its FRITZ!Box with integrated cable modem for Internet access via cable TV. AVM will also show off many new innovations for ADSL, network, WLAN and DECT wireless at its stand, C48 in Hall 13. AVM CEO, Johannes Nill, presented the new products at a press conference on the first day of the trade fair. Nill: "What people really want is more speed and better networking. This is exactly what we are focusing on and our new products and innovations meet this need."**

FRITZ!Box 3370: Together for the first time: VDSL/ADSL and high-speed 450-Mbit WLAN

As the first device in its performance class, the new FRITZ!Box WLAN 3370 relies on the latest generation of WLAN N technology. Data transfer rates are increased to up to 450

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Mbit/s and WLAN coverage is significantly greater. At the same time, a whole range of technical innovations has made data transfer considerably more robust, especially when traffic is heavy. In conjunction with the integrated VDSL/ADSL modem and four gigabit Ethernet connections, the FRITZ!Box is the ideal platform for handling complex applications such as multiple HD videos, HD-IPTV or games all at the same time.

FRITZ!Box 6360 integrates Internet, and IPTV for cable TV connections

AVM will debut its FRITZ!Box Fon WLAN 6360 for cable connections at the CeBIT 2010. The integrated cable modem already supports the anticipated Euro Docsis 3 standard with speeds of more than 100 Mbit/s. The standard, with its cross-version compatibility, means that the box is in sync with earlier cable connections (Docsis 2). The new FRITZ!Box 6360 comes equipped with all of the convenient functions offered by the top-of-the-line AVM models. High-speed WLAN N, four gigabit Ethernet connections and a USB 2.0 port guarantee the best possible network connections. The extensive features are enhanced by the connection options for cordless phones (DECT/CAT-iq) and the integrated telephone system (Internet/fixed-line).

FRITZBox integrates smart phones into your home network

With its new app for the iPhone and smart phones with the Android operating system, AVM has opened up a whole range of new possibilities for home networks. FRITZ!App connects the smart phones to the FRITZ!Box via WLAN. The mobile phones can thus be used for cheap calls via VoIP and the fixed-line network. Other FRITZ!Box functions like the telephone book, answering machine and a call list are also available. More and more people have started using their smart phones at home because WLAN and ADSL connections improve ease-of-use and speed tremendously. Apps are also available that let you access files in the network storage (NAS) or use your phone as a remote control (UPnP control point).

Innovations for NAS, DECT, WLAN Streaming Stick and IPv6

At this year's CeBIT, AVM will present many new functions for network storage, DECT telephony, WLAN, streaming and IPv6. One prime example is FRITZ!NAS, which will consolidate all of the FRITZ!Box's network storage in a web browser for ease of use. The new Eco Mode reduces the power output to zero for DECT, while the FRITZ!Fon has a whole host of new and convenient functions like caller photo display. Innovations for WLAN will also be showcased: for the first time, interference from other wireless

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transmitters is included in the automatic channel search. And, the FRITZ!WLAN Repeater will have the capability for Internet radio in the future. AVM will also enhance its Streaming Stick just in time for the CeBIT. This is an innovative way to stream images, music and videos to playback devices with USB ports. AVM is taking its pioneering role in the soon anticipated IPv6 Internet standard one step further by presenting a new IPv6 version with an individual firewall at the CeBIT.

Note: information on all new products is provided in the corresponding press releases

Live at the AVM Booth

For a live demonstration of all new products and features, visit the AVM stand, C48 in Hall 13.