



**Press release
CeBIT 2010
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CeBIT 2010: More speed with the FRITZ!Box
FRITZ!Box is off and running –
Speed thrust for broadband and WLAN

- Front-runner model FRITZ!Box 7390: perfect communication no matter what the connection
- New FRITZ!Box 7340: optimized for VDSL, WLAN N and Gigabit
- New FRITZ!Box 3370: VDSL and the latest 450-Mbit WLAN N technology
- Ideal for complex applications like HD videos or HD-IPTV

Berlin/Hanover. **AVM is entering a new realm of speed with its FRITZ!Box models. A VDSL and ADSL modem will be integrated into all three of its most popular models, allowing for future transfer rates of up to 100 Mbit/s. AVM will unveil the latest advancements in the current WLAN N technology at the CeBIT this year. Now data can be transferred at speeds of up to 450 Mbit/s and WLAN coverage is significantly greater. At the same time, a whole range of technical innovations have made data transfer considerably more robust. This unique combination of features makes the FRITZ!Box the ideal platform for handling complex applications such as multiple HD videos, HD-IPTV or games at the same time.**

FRITZ!Box 7390: VDSL and WLAN N in the 2.4-GHz and 5-GHz bands
simultaneously

The FRITZ!Box Fon WLAN 7390, currently the flagship of the FRITZ!Box family, brings all of the key communication functions together in a single device. It can be operated on practically any broadband connection, so even if you change your connection, you're ready to go. It comes equipped with a VDSL and ADSL modem, telephone system (VoIP/ISDN/analog), WLAN, DECT, Gigabit and network storage. AVM is setting new

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standards in Internet connectivity and home networking with all of these different features. Broadband connections of up to 100 megabits per second can be reached. For the first time ever, high-speed WLAN N can be used at the same time in the 2.4-GHz and 5-GHz bands. Printers, hard drives and other devices are integrated via two USB ports. Four gigabit Ethernet connections complete the picture in terms of connection options. The FRITZ!Box 7390 also comes equipped with internal network storage (512 MB), which means voice and fax messages, photos and music can be accessed from the entire network right from the outset. The NAS functionality (Network Attached Storage) makes all data available to the devices connected to the FRITZ!Box. Secure access to this data can also be provided when requested via the Internet. USB memory sticks and external hard drives can be used to seamlessly expand the internal memory.

FRITZ!Box 7340: gigabit Ethernet and NAS functionality

The new FRITZ!Box Fon WLAN 7340 also relies on an integrated VDSL and ADSL modem for broadband connections. The new FRITZ!Box meets all of your home networking needs with its two gigabit Ethernet connections, high-speed WLAN N (2.4 GHz or 5 GHz) and two USB 2.0 ports. The telephone system includes a fixed-line network, two analog extensions and a DECT base for cordless telephones. With the integrated print and media server (UPnP AV), the FRITZ!Box 7340 serves as the multimedia basis for the entire network even when the computer is switched off. With the FRITZ!Box user interface, operation and management of network storage and other functions is simple and straightforward. The international market launch is scheduled for the second quarter of 2010.

FRITZ!Box 3370: more WLAN speed with three data streams

The new FRITZ!Box WLAN 3370 is the first device in its performance class to rely on the latest generation of WLAN N standards. A number of individual innovations allows for greater data throughput and wider coverage. Three data streams (3x3 MIMO) increase the WLAN data transfer rate to up to 450 Mbit/s. This represents an increase of 50 percent over the current WLAN N. Other innovations have made transmission more robust and increased coverage. Taken together, all of these innovations have extended the WLAN range by up to 30 percent. The result is that even the WLAN clients that are farther away from the WLAN base can achieve significantly improved data throughput. Wireless connections are possible in the 2.4-GHz or 5-GHz-band. The new FRITZ!Box



has a VDSL and ADSL modem and four gigabit Ethernet connections just like the FRITZ!Box 7390.

Looking to the future – low energy consumption and native IPv6 support

The incredibly versatile new FRITZ!Box models replace up to eight separate devices, each with its own power supply. Because these other devices are taken out of the mix, energy consumption is reduced markedly. At the same time, the FRITZ!Box Eco Mode for WLAN, DECT and Ethernet automatically decreases the amount of energy the router needs. The FRITZ!Box products currently on the market have already received many awards for energy efficiency. AVM vigorously relies on the 802.11n standard for WLAN N, making all FRITZ!Box products completely downward-compatible with the previous WLAN standards 802.11a/b/g. One special feature is the optimization for Quality of Service requirements of future all-IP networks. In addition to IPv4, IPv6 connections will be supported both in DSL networks and in the local network. Broadband connections can be established not just over DSL, but also using a UMTS/HSPA stick connected to the USB port of the FRITZ!Box.