



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

**Cebit premieres two new FRITZ!Box models
The latest in WLAN N technology with increased capacity and
coverage
Also introducing the FRITZ!Box for cable TV connection**

- New FRITZ!Box WLAN 3370 with VDSL and the latest WLAN N technology
- WLAN N with significantly higher data transfer rates and greater coverage
- New FRITZ!Box Fon WLAN 6360 with cable modem and state-of-the-art features
- Introducing FRITZ!Apps for android mobile phones and the iPhone

Berlin. Two new FRITZ!Box models are set to make their debut at CeBIT 2010 (2-6 March). The AVM stand in Hall 13, C48 is where Berlin's communications specialist will be showcasing its two latest models, FRITZ!Box WLAN 3370 and FRITZ!Box Fon WLAN 6360. As the first device in its performance class, the new FRITZ!Box 3370 is pioneering the future generation of WLAN N technology. Data transfer rates are increased to up to 450 Mbit/s and WLAN coverage is significantly greater. The new FRITZ!Box 6360 for cable TV connection is also making its debut appearance. The cable modem incorporated in the FRITZ!Box already supports the Euro Docsis 3 standard with speeds in excess of 100 Mbit/s. Another new product at Cebit is FRITZ!App, enabling the use of smart phones with the FRITZ!Box.

FRITZ!Box WLAN 3370 with new WLAN technology

The new FRITZ!Box 3370 is the first device in its performance class and relies on the latest generation of WLAN N standards. This technology enables a variety of individual activities, more data throughput and greater coverage. The use of three data streams

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(3x3 MIMO) thus increases the WLAN data transfer rate to up to 450 Mbit/s. This represents an increase of 50% compared with the current WLAN N. At the same time, signal alignment (TxBF), smaller package losses (LDPC) and improved coordination of data signals across greater distances (MRC) produce more robust transmission and increased coverage. The new WLAN N development is ideal for many HD videos and HD IPTV, games and VoIP calls. A great deal of consideration was given to the efficient use of energy (Green AP) at all stages of its development. The FRITZ!Box 3370 is fitted with a VDSL and ADSL modem, thus enabling Internet speeds of up to 100 Mbit/s. Computers and other network devices are connected to each other and the Internet by means of four gigabite Ethernet connections. Devices are also fitted with two USB 2.0 connections for printers, network storage (NAS) or UMTS wireless technology. The market launch is scheduled for the 3rd quarter.

FRITZ!Box Fon WLAN 6360 for cable TV connection

Cebit is proud to present the new FRITZ!Box 6360. This is the first time that a FRITZ!Box has incorporated a cable modem, thus providing easy Internet access via cable. By applying the Euro Dscis 3 standard, the FRITZ!Box can be used with any cable connection. The standard makes it possible to achieve transmission rates in excess of 100 Mbit/s. The FRITZBox 6360 comes complete with a VoIP telephone system with connections for analogue and ISDN telephones. The DECT base station (CAT-iq) enables the connection of six wireless telephones. Additional devices include the fast dual WLAN N-Funk for 2.4 or 5 GHz and 4 gigabite ethernet connections. The USB 2.0 connection incorporates network storage (NAS). The market launch is geared to what will potentially be offered by cable network operators.

Introducing an App for android mobile phones and the iPhone

With its new app for smart phones with android operating systems and the iPhone, AVM is offering new opportunities for home use. Mobile phones use the FRITZ!Box to connect via the WLAN and can be used for landline telephone calls and other FRITZ!Box functions, such as the telephone directory, answer machine and call lists. This enables, for example, incoming landline and VoIP calls to be routed by the FRITZ!Box to the smart phone. Outgoing calls can also be made from the smart phone via the FRITZ!Box. This will be the first time at Cebit that AVM will be showcasing new application opportunities in a FRITZ!App lab.



The new FRITZ!Box models along with all the other new products from AVM will be on show live at Cebit 2010 in Hall 13, Stand C48.

Note to editorial staff:

Cebit preview tour: presentation of the new products is scheduled for Sunday 28 February 2010 as part of the Cebit preview tour at the exhibition centre

AVM press conference: 1st day of the fair, 2 March 2010, 10 a.m., Convention Center, Hall 13/14. Invitation to follow.