



Introducing the swissvoice L7, the new benchmark for home telephone design. Saying hello never looked so good.

A SUMMARY

- 01 Name: Swissvoice L7 cordless phone
- 02 Robust Swiss quality
- 03 Speakerphone base station
- 04 Push-to-Talk intercom
- 05 Designed by Kiwi & Pom

B BRAND

A Swiss company since 1893, Swissvoice is a heritage brand with a history of releasing signature and sought after telephone designs.

C RETAIL

Available in select international markets for £99
contact Detraform for updated release dates

Slate black and ivory white available online at
www.detraform.com

D PRESS IMAGES

Product photography available at
www.detraform.com/l7press



Aubonne, Switzerland, August, 2013 –

Peerless Swiss-style craftsmanship. Obsessive attention to detail. Unique features that are equal parts playful and practical. And an inspired, timeless design. These are the key characteristics that herald the arrival of the Swissvoice L7 cordless phone, a happy marriage of bold personality and user-friendly functionality that makes for an unrivalled telephone experience.

Swissvoice is a heritage brand whose archive includes several signature and sought after telephone designs that exemplify classic Swiss values. In the course of the L7's creation, Swissvoice worked with a creative team including art director Joel Blair, London-based design studio Kiwi & Pom, and composer James P. Cooper. They were tasked with imagining and executing the next icon in home cordless communication, what aspired to be the gold standard in next generation design and high-calibre cool.

Developed to the exacting quality standards of the Swiss, the L7 combines robust construction with high-quality components for a product that's built to last. Indeed, the era of the proud home phone has largely been lost to poorly designed, cheaply constructed cordless phones that bear little relationship to the homes they inhabit. Swissvoice recognized the need to change that.

“Looking into the history of phones has always interested me, from their early beginnings to today’s smartphones,” says Kiwi & Pom co-founder and director Kam Young. “So in the creation of the L7 I drew on the home phone’s past, pre-mobile phone glory days, and looked into designing a phone as though the mobile phone era never happened. I also pushed for the phone to be well made, as I believe in products that stand the test of time both aesthetically and functionally.”

Careful consideration went into every detail of the three-piece phone package — upright handset, minimal charging dock and stylized base station — right down to the custom interface, screen icons and typeface. There is an inherent playfulness in the design of the L7 (the first edition of which comes in three different colours: cherry red, slate black and ivory white). Taking inspiration from the set props of old spy movies and science fiction shows, the L7 manages to be both classic and refined while remaining distinctive and fun.

“The fun side comes from designing products that are slightly different and that stand out from the everyday,” says Young. “I like to make products just a little irreverent as I believe they should have character and express emotion. The user needs to relate to it in order for them to cherish it.”

Underscoring the L7’s attention to aesthetics, is a subtle branding touch that allows the design, rather than the company logo, to speak for itself, a nod of respect to its future users. But it’s not just all about the look: the phone’s unconventional, custom ringtones are as unique as its angular, L-shaped design. They were composed in L.A. by James P. Cooper, one half of ‘60s-influenced instrumental band Travelers of Tyme.

The L7 is anchored on the principal telephone functions of speaking and listening while renouncing gratuitous features. It’s mounted on long range, secure DECT transmissions, and Swissvoice’s industry leading Fulleco technology for reduced emissions and power use. The TAM version incorporates an answering machine in both the base station and handset. We also included a speakerphone in both units, meaning calls can be taken on the base station, if the handset is out of reach.

And one more thing, the L7 features a simple, one-button, push-to-talk intercom system that permits handsets and base station to function like walkie-talkies. Broadcast announcements to your family, secretary, cabin crew, or henchmen with the push of a button.

So help us usher in the new generation of cordless communication with the advent of the Swissvoice L7, the new benchmark for home telephone design. Like we said, saying hello never looked so good.

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G LINKS

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Learn more about Swissvoice
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Learn more about the mastermind behind the L7
www.detraform.com

