FAIRPHONE

Press Release
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Fairphone 2 refreshes its long-lasting, modular design with a brand-new look

Amsterdam, the Netherlands, 18 October 2016 – Today, Fairphone has colorfully revealed its most recent step on its journey to make fairer electronics. The relaunched Fairphone 2 -- with a redesigned back cover available in four colors -- gives the social enterprise's flagship modular phone a completely new look. This refresh will introduce the Fairphone 2 to new audiences while giving its current 50,000 owners the opportunity to update the appearance of their existing phones.

A repairable, customizable phone that's built to last

The Fairphone 2 first entered the market in December 2015 and is clearly distinctive from other smartphones. In addition to supporting social improvements throughout the supply chain, it is the world's first modular phone. Fairphone is using modular design as a means to create longer-lasting phones and directly combat the rapid phone replacement cycle that consumers and the industry have become accustomed to.

As a result, the Fairphone 2 is easy to open, and the most commonly damaged component -- the screen -- can be replaced in under a minute without any tools. The other modules can be repaired with only a screwdriver. The free repair guide iFixit gave the Fairphone 2 its first ever perfect score (10 out of 10) for repairability. Besides supporting longevity, do-it-yourself repair also gives buyers a greater sense of ownership and responsibility for their devices.

With the launch of the new cover design, Fairphone is now exploring another major advantage of modularity: customization. Similar to the original design, the new cover protects the phone without the need for an additional case. These updated covers are slimmer, come in four new colors and -- thanks to a new two-piece construction -- are easier to put on and remove. They give the Fairphone 2 a new, premium appearance to appeal to consumers' desire to have a fresh-looking device, without needing to manufacture a completely new phone.

Modularity can also support device longevity through component upgrades, which is Fairphone's next step in terms of product development. The camera is the first module that the company plans to upgrade. Additional details will be available in the coming months.

Fairphone's efforts in creating fairer and more sustainable electronics have been recognized with a number of prestigious awards, in the recent weeks including the German Environmental Award for founder Bas van Abel and the Lovie Award for the Best of the European Internet.

Life cycle assessment shows advantages of modular approach

Fairphone's modular design approach aims to increase product longevity and decrease the overall environmental footprint of producing smartphones. This is one of the reasons behind relaunching the Fairphone 2 with a new cover design -- it is clear that manufacturing new cases (as opposed to an entire phone) creates far fewer CO_2 emissions.

The life cycle assessment (LCA) of the Fairphone 2, recently completed by the Fraunhofer Institute, shows that the company is moving in the right direction. For example, Fairphone owners have already completed hundreds of successful DIY repairs to keep their phones in good working order. The LCA confirms that a repair scenario based on five years of use would reduce CO_2 emissions by about 30%*. In addition, the study revealed that the modular construction did not significantly increase the phone's environmental impact over its full lifespan. The complete life cycle assessment report will be published in the coming weeks.

Fairphone 2 available for €525 with new case design

European consumers can pre-order the phone for €525 at Fairphone's online shop. All purchases of the Fairphone 2 will continue to support Fairphone's goals of sourcing fair materials, supporting better working conditions and improving reuse and recycling.

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The environmental benefit of extending the lifetime of Fairphone 2 can be quantified with a Life Cycle Assessment. The reduction of 30% of the emissions becomes apparent when comparing the total emissions per year of the baseline scenario of an average of 3 years of use (average for smartphones in Europe is often around 2 years) and the repair scenario, enabled by the modularity of Fairphone 2 of five years (including the replacement of modules).

Note to the editor

About Fairphone
Fairphone is a social enterprise that is building a movement for fairer electronics. By making a phone, we're opening up the supply chain and creating new relationships between people and their products. We're making a positive impact across the value chain in mining, design, manufacturing and life cycle, while expanding the market for products that put ethical values first. Together with our community, we're changing the way products are made.

www.fairphone.com

Photos, videos, fact sheets and other materials are available at the Fairphone press page: https://fairphone.com/en/about/press/

Fairphone 2 key technical specifications

Display
5-inch, Full HD LCD display
Gorilla® Glass 3

Operating System
Android ™ 5.1 (Lollipop)

SIM slots
Dual SIM

Connectivity
4G LTE/3G/2G
Wi-Fi (802.11 b/g/n/ac),
Bluetooth® 4.0 LE, GPS

Platform
Qualcomm® Snapdragon™ 801 platform,
2GB RAM

Camera
8 megapixel rear camera

Battery
2420 mAh removable lithium-ion battery

Storage
32 GB internal storage
Expandable storage via MicroSD slot

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