



Mobile Manufacturers Forum

Media Release

Help Spot and Avoid a Fake Mobile Phone for WCRD 2012

15 March 2012

On World Consumer Rights Day (WCRD) 2012, consumers worldwide are reminded that they have the power to make the right choice and avoid fake or knock off mobile phones.

“People can inadvertently purchase a fake or sub-standard phone, through no fault of their own, by trying to find a cheaper price for a phone - especially on the internet,” said Michael Milligan, Secretary General of the Mobile Manufacturers Forum (MMF).

“Everyone wants to be able to buy a product at a good price. But unscrupulous suppliers are exploiting that desire for a bargain to sell products that are not what they claim, or that are just poor quality and perhaps even dangerous. To help consumers identify and avoid these fake or knock-off phones, genuine manufacturers have created the www.spotafakephone.com website.”

Most fake phones are counterfeit copies of genuine handsets, which steal intellectual property such as designs, technologies and trademarks to deliberately deceive consumers. Fake phones are also produced without government approval, safety testing or certification and are sold illegally on the world's black markets.

“The global black market for fake handsets has grown rapidly over the past few years and is estimated to be in excess of 200 million devices every year,” Mr Milligan said.

“With counterfeiters imitating all facets of a phone's appearance, including labelling, design and packaging, it can be hard to spot whether a phone is fake or genuine, so the mobile industry developed this website to help consumers identify fakes and make the right choice.”

“Often it is the sub-standard components, low quality manufacturing and poor performance that impact on consumers after they have already purchased a fake, especially in the area of consumer safety, and usually the consumer has no recourse with the supplier.”

“Another important benefit of buying a genuine phone is that original manufacturers stand behind the quality of their own products and provide important product warranties to consumers should problems arise after purchase.” Mr Milligan said

Consumers can do their part in helping to identify, report and avoid fake or knock off phones by going to: www.spotafakephone.com

ENDS

Media Contact information: Michael Milligan, Secretary General, Mobile Manufacturers Forum: +852 6204 6219 (Mobile) or michael.milligan@mmfai.org

Note for Editors: The Mobile Manufacturers Forum is an international association of telecommunications equipment manufacturers with an interest in mobile or wireless communications. More information on the MMF can be found at www.mmfai.org