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Russian-Designed Mobile Phone Goes on Sale

By The Moscow Times

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Web designer Artemy Lebedev and Orbita Telecom, a Latvian company founded by Russian entrepreneur Mikhail Nikolayev, have begun sales of their new mobile phone, the Just5 Brick, created by Lebedev's Moscow design studio.

Obita Telecom, based in Riga, has been selling mobile phones with large buttons and monochrome screens, made for older people and the fashionable youth market since 2009. Four models have so far been released, and over one million units sold, Vedomosti reported.

Lebedev's studio is responsible for, among others, the Yandex and Gazprom websites, as well as Moscow metro maps and a wide array of gadgets and graphic design projects.

The telephone, with a price tag of 2950 rubles ($91) is now on sale in Russia and Europe. Sales in the U.S will start next week.

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