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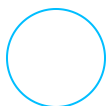
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About us

fast internet access, easy networking, powerful Wi-Fi, convenient telephony or clever smart home applications — FRITZ! connects you simply and reliably. The FRITZ!OS software regularly offers new features and keeps all products up-to-date and secure for many years. Behind FRITZ! products stands the manufacturer FRITZ! (formerly AVM), which has been developing all products at its Berlin location and producing them in Europe since 1986. In 2025, the company had 925 employees and generated a turnover of 630 million euros.

Our milestones: The history of home networking

**1986**

How it all began

ISDN is gaining momentum as a transmission technology in Europe. Four Berlin students develop BTX applications for online banking and comparing prices. AVM (now FRITZ!) is founded. The four tinkerers quickly recognize the market potential of ISDN controllers and begin development.

1995

FRITZ! is born

The goal of making complex things simple is also reflected in the simple and memorable

FRITZ!

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line to date. The perfect combination of hardware design and software make it possible. Initially equipped with two LAN sockets, it allows multiple devices to connect to the internet. This was the birth of the home network. Starting in autumn of the same year, the FRITZ!Box also incorporates Wi-Fi – the future is now (or rather, back then).

2008

More wireless devices require greater range

More access points are needed for an ever-growing number of wireless devices and the first FRITZ!Repeater (FRITZ!WLAN Repeater N/G) becomes available in stores. Together with the

2012

For a secure and smart home

Since 2012, all FRITZ! products rely on our proprietary software, FRITZ!OS, to ensure they run securely and reliably. With the the FRITZ!Box serving as the home network centre, in the same year we launched the smart plug FRITZ!DECT 200 as our first smart home product.

2014

At the speed of light into the future

At CeBIT 2014, we unveiled the first FRITZ!Box for fibre optics – a milestone paving the way for the expansion of this future technology. At this point in time, fibre optics are still uncommon for private internet connections in Germany – but that is about to change.

2019

Mesh Wi-Fi for all

A dynamic network to meet the diverse needs of our customers? With the introduction of Mesh Wi-Fi at FRITZ!, the FRITZ!Box and other FRITZ! products work together perfectly. This makes the concept of a smart home with smart devices increasingly appealing.

Today

900 visions for the future

More than 900 employees work for FRITZ! throughout Europe. Our mission: to connect you quickly and easily with each other – and as securely as possible. Whether it's 5G, tri-band Wi-Fi 7, or a FRITZ!Box with a 10 Gbit/s connection? FRITZ! makes it easy.



