

emporia Telecom at the IFA 2013: The German market leader showcases its top innovation

## **emporiaCONNECT: Cross-generation communication now also in Germany**

**BERLIN, IFA.** The market leader for easy-to-use mobile telephones in Germany according to GfK, emporia Telecom is showcasing the new smart design mobile phone emporiaCONNECT at the IFA this year for the first time to the public as well as the new emporiaME service app. Maintaining the telephone book, updating calendar entries, birthdays and planning doctor's consultation visits or checking the battery charge status... nothing special about all of this? If all of this can be done while you are on the go with an iPhone or an Android model for another mobile phone, for example, one that your mother is using, then, of course! The emporiaME app builds a smart bridge between the emporiaCONNECT and most available smartphones. With this, emporia Telecom is proving yet again that it is not only the clock pulse of the industry with its innovations, but also the one that is closing the gap of the digital divide between the generations. Please visit emporia Telecom in Hall 9, booth no. 308.



Eveline Pupeter, CEO of emporia Telecom: "Loneliness and safety, these are the main topics in old age. We try to offer solutions here that involve the entire family. Apart from providing support for maintaining the telephone directory and calendar and with sharing and browsing photos jointly, emporiaCONNECT and emporiaME have a very strong emotional component."

### **emporiaME – cross-generation solution**

Studies and customer surveys conducted by emporia Telecom have shown that particularly many older people do not trust social media such as Facebook or Twitter, although these are the platforms of the present where the majority of modern communication and forming emotional network bonds are taking place. This gap can be bridged with emporiaME. This becomes particularly clear with the "Collaborative Picture Viewing", which is simultaneous sharing and looking at photos despite geographical separation. This is how it works:

- The smartphone user with the emporiaME app calls up the emporiaCONNECT user and starts the slide-show.
- The smartphone and the emporia mobile phone switch automatically to the handsfree mode.
- The smartphone user pages through the photos. These are also paged through simultaneously on the emporia phone.

Even maintaining the telephone directory, emergency call numbers and support for managing schedules and setting reminders for taking medicines can be handled easily with the emporiaME app on the emporiaCONNECT – of course, only with the consent of the user. The emporiaCONNECT is the first mobile phone from emporia that is compatible with emporiaME. "You can create different types of schedules from the app. There are then different types of reminders for these. For example, one week prior to a pending birthday, so that you can still arrange to buy a birthday gift in time", says Eveline Pupeter.

### **emporiaCONNECT – Ingenious services and smart operation**

It goes without saying that the emporiaCONNECT has menu navigation that is easy to use, without any unnecessary complications being caused by software updates, downloads or endless menu options. Various menu options can be chosen easily with the help of the number-based navigation system. Added to this, for example, you have simple access to the weather forecast, and a reliable orientation feature – Where is the nearest police station or dispensary located? – and the intelligent emporia emergency call feature. It ensures that every call for help to contacts saved in the phone does not run aground on an answering machine. With the in-built 2.0 MP camera, the user can capture a photo with the help of merely two clicks. The emporiaCONNECT has GPS, a 2.8 inch TFT display screen and a micro SD memory card. The device has already been honoured with the Plus X Award 2013 for the "Best Product". Eveline Pupeter: "The emporiaCONNECT is a distinctly sleek mobile phone with very ingenious features. The first 3G-enabled mobile phone has already been launched successfully in the market in other countries and also offers attractive options to dealers for combining the phone with post-paid options. Many of the older customers at present are still using pre-paid cards, which, however, in end effect, are more expensive than a post-paid option."

It is understood that emporia Telecom at the IFA is also providing the latest news and information about the most recent (advanced) developments for products and services from the segments of safety and security, mHealth and Ambient Assisted Living. Products of TELME are also on display. They are the particularly easy-to-use and low-priced models of mobile phones from the house of emporia Telecom. In addition, the 60+ generation has the option to take part in the "Ready for the IFA tour" this year too. These are guided tours for visitors in the best age group who would like to learn about consumer electronics and electrical household appliances. For detailed information, please visit [www.emporia.de](http://www.emporia.de) and [Facebook](#).

**emporia Telecom factsheet**

The company, emporia Telecom is the leading manufacturer of mobile phones for the older generation. The company that was founded more than 20 years ago, develops, manufactures and markets mobile phones that are easy to use. The products developed by emporia and the intelligent services are meant to help in making mobile telephony accessible to all, and, in the process, to support you in leading an active, safe and secure, and independent life. In doing so, emporia has dedicated itself to user-friendliness. The customers are offered orientation instead of multi-functionality. The products of emporia have been recognised and have been the recipients of international awards on several occasions. The company in Upper Austria with its head office in Linz has 130 employees and operates in 30 countries at present. For detailed information, please also visit [www.emporia.de](http://www.emporia.de) and Facebook.

**Media contact:****Barbara Heim**

Corporate Communications

E: [heim@emporia.at](mailto:heim@emporia.at)

M: 0043 / 644 887 39 872