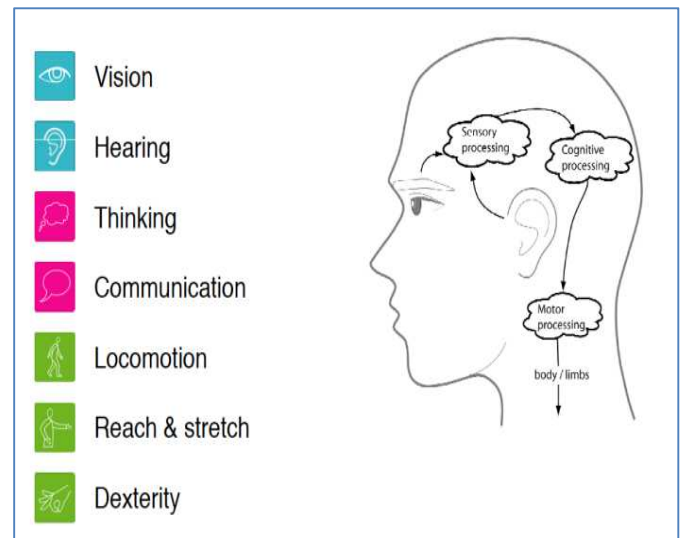


FACTSHEET Research and Development

Close to the customer This is the starting point for the development of all products and services of emporia Telecom. This is why the **30 odd employees** at the emporia **Research & Development department** not only consider the technical aspect of a development, but how it affects the customer or how the customer would like to use it. The objective is to design technically complex operations in all fields so that they are as simple as possible for the end customers.



In order to find out what the target group really wants to have, emporia works jointly and intensively with the end users. In doing so, the **classical market and opinion research** is used with **surveys** and **focus groups** just as **creative methods**. This includes the **open innovation competition "simply make a call"** and the **project "My super senior"**, for which every emporia employee comes in contact with a member of the target group.

In addition, emporia also works closely together with **research facilities** such as the **University of Cambridge**, the RWTH Aachen and the Johannes-Kepler University, Linz.

With the **University of Cambridge** emporia cooperates primarily in the field including design, **user interface design** and user experience. It is primarily a matter of understanding the "tour" of a user. In the course of day-to-day life, a user needs to address several matters and issues and take many minor decision. The individual "micro" steps are analysed with respect to the faculties of "seeing", "hearing" and "fine motor skills", and, for example, "previous experience" and implemented / resolved accordingly.

Every quarter, emporia publishes a **research report**, the **emporiaQUARTERLY**, which summarises the current results. All **results** of the Research and Development department are incorporated **directly** in the **new products**.