



emporia's brand new app transforms any smartphone into simple and intuitive device

Mobile World Congress, Barcelona, 27th February 2018: emporia Telecom announces the launch of its ***'Make your smartphone simple'*** app. The app transforms an Android smartphone into a simple to use device with instant access to key functions, delivered in a simple and intuitive interface.

Over 60s are more active, have more resources and a longer life expectancy than ever before. Why should they not enjoy the benefits of instant access to information, communication and social networking?

For more than 25 years emporia Telecom has been the champion and innovator of mobile telephony for older generations. Now emporia is bringing its expertise in making smartphone functionality simple to every Android phone via the 'Make your smartphone simple' app.

The app replaces the homepage on Android smartphones with an easy to use interface that provides access to all the most common functions a smartphone user needs in three screens. The home screen provides one click access to phone calls, text messages, pictures and any phone updates. Swipe left for a list of favorite numbers, voicemail and emporia's renowned emergency system that provides help to users that feel unwell or unsafe.

When users swipe right from the homepage they see a list of common features such as the camera, internet browsing, a calculator, alarms, weather and a calendar. There is also access to all the apps installed on the device and interesting apps that a user might wish to install.

Eveline Pupeter, founder and CEO of emporia Telecom comments: "Many older users experience smartphones for the first time either via a relative passing on a previously used handset or on a low-cost device. Often the "out of the box" experience is limited to a brief quick start guide if anything. This can make the experience complex and off-putting, particularly if there are multiple software updates and complex apps installed. Our app aims to enable any Android phone to become smart but also simple to use."

emporia's app is already compatible with a wide range of Android devices whilst a significant number of additional devices will be added in the future. The ***'Make your smartphone simple'*** app is based on the simple and intuitive user interface that emporia deploys on its smartphone devices including emporiaSMART and emporiaSMART.2. The

user interface is the result of research and collaboration with a number of leading research institutions and special interest groups for older generations from across Europe. The interface has been extensively researched and tested by users to ensure the smartphone experience is simple to use.

“We all know that people are living richer and longer lives than ever before,” continues Pupeter. “Technology should be an enhancement to this not a show stopper. With our new app we are providing the benefits of a well designed and effective user experience to anyone with an Android phone – not just customers of our own mobile devices – to ensure that anyone can benefit from a simple smartphone experience.”

emporia’s ‘Make your smartphone simple’ app will be available on Google Play store for download. Search emporia in the Play store. Journalists can preview the app at: <http://bit.ly/emporialauncher>.

emporia will be exhibiting at Mobile World Congress 2018. Visit emporia at Hall 8.1, stand B61. From emporia will be present CEO and Owner Eveline Pupeter, CSO/COM Karin Schaumberger and CTO Harald Obereder.

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About emporia Telecom

emporia Telecom is based in Linz, Austria and specialises in the development and production of easy-to-use mobile phones, smartphones and software applications. Users of these phones are mostly older people. The company owns the brands emporia, Telme and Axtra.

The company is more than 25 years old and employs more than 100 people. In the 2017-18 financial year (ending June 30, 2018), emporia Telecom is targeting sales of 30 million euros and 600,000 mobile phones.

Image caption: ‘Eveline Pupeter, CEO and Owner of emporia Telecom; Image: emporia Telecom’

Link to press download page: <http://www.emporia.eu/mwc2018>

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