



emporiaSMART.2: simple is the new smart

Mobile World Congress, Barcelona, 27th February 2018: emporia Telecom announces the launch of emporiaSMART.2 a new smartphone that is simple to use and aimed at generations that wants a mobile phone without complexity.

70 is the new 60 – and simple is the new smart for many people that want the benefits of being always connected without the hassle of app updates, security risks and dozens of complex menus. Following on from the success of the emporiaSMART, emporiaSMART.2 puts users firmly in control of their mobile phones not the other way round.

Only 61% of over 50s own a smartphone and this falls to one quarter of all 70 year olds, according to research conducted by D21 Digital Index. Yet with more and more services only available online, including many Government and banking services, this generation should be able to enjoy the benefits of being always connected as much as any other. emporiaSMART.2 is aimed at the independent 60+ generation that appreciate great design and a no fuss user experience with immediate access to important functions.

emporiaSMART.2 is incredibly easy to use. The home screen provides immediate access to voice calls, text messages and images taken on the phone's eight megapixel camera, whilst popular functions such as live weather updates, web browsing and a calculator can be easily accessed by swiping right on the home screen. Users can install new apps easily and a range of the most popular functions are provided in the menu. Swipe left to access most used contacts, voicemail and emporia's famous emergency system.

Unlike many phones aimed at the older generation, emporiaSMART.2 is designed with a slick form factor and a full five inch touch screen. It comes with two different rear battery covers in the box – one that enables an emergency button on the rear of the device and one that hides it. The button is instantly accessible and immediately dials up to five contacts in order to provide help, as well as alerting people nearby that the user feels unsafe or unwell. Users that do not need immediate access to this function can simply hide it via the second battery cover.

emporiaSMART.2 comes with a step-by-step manual that provides a comprehensive visual guide to all functions with space for users to make comments and notes. This guide also explains common terms that are used in mobile telephony that may be unfamiliar to users.

Eveline Pupeter, founder and CEO of emporia, comments “People should be able to benefit from the smartphone revolution without needing to worry about complex operating systems or be fearful of security breaches. emporiaSMART.2 puts the user back in control, delivering a simple smartphone experience that provides all the functionality without any of the complexity.”

“Research shows that older generations have the desire and resources to enjoy a rich life experience long into their 80s. Smartphones need to be an integral part of this but complexity does not. The emporiaSMART.2 delivers the ideal combination of smart and simple to keep users connected to the people and functions that are important to them.”

emporiaSMART will be available from Q1 2018. Recommended retail price is: €199,90

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/CMO 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 Axxtra.

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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