

Emporia's ground-breaking Training Book focus of new campaign

24 September 2020: emporia, the Austrian-based retiree phone brand, that launched in the UK and Ireland at the start of the year, has made its ground-breaking Training Book the focus of its latest advertising campaign. <https://www.emporiatelecom.co.uk/training>. Emporia has found that its Training Book is the breakthrough enabler to help older users to become confident using a smartphone and stay digitally connected.

The 135 page simple to navigate Training Book has been developed for those who have not previously used a smartphone, and existing owners to build their confidence and get the most out of the experience. It allows them at their own pace to understand what a smartphone is and how to use it. Topics include wifi and Bluetooth and how to connect to them, through to how to make a voice, WhatsApp or video call. It also explains basics which many take for granted, such as how to swipe and use a screen, download and use apps or google maps.

The demand for the Training Book is driven by two factors; that 76% of those aged over 66 do not use a smartphone so have little experience of its capabilities. Even if a person has a smartphone, following retirement device use drops from over 3 hours a day to around 15 minutes and as so the less people use it, the less they will use its functionality leading to forgetting how to make full use of the device. The Training Book not only introduces people how to make the most of a smartphone, because it is paper based, it also acts a reference to go back to if users become unsure, or forget, how to do certain activities. Importantly they can do this independently without help.

Feedback from consumers since the launch in January has been incredible including a 94 year old lady who has never owned a smartphone before and used the Training Book to get herself connected and happily using the device daily.

Drawing on it's 29 years experience in the sector, emporia hired an expert trainer to develop and write the Training Book. Over a 2 year period hundreds of interviews and group feedback sessions took place to ensure the content, layout and exercises cover all the areas a first-time smartphone user may need help with.

Chris Millington, Managing Director UK & Ireland said: "At emporia our philosophy is 'simple is the new smart' and we apply that approach to everything we do. We are passionate about the retiree market and we know that this Training Book will transform the way this market segment will connect digitally. Our customers want to independently build their knowledge and confidence about using a smartphone and this Training Book ticks all those boxes.

"The online campaign has been developed to generate significant traffic to emporia's growing range of retail partners, including to key new retail relationships which will be announced soon.

"The COVID situation reinforces the ongoing challenges faced with getting the older generation digitally connected. To help with isolation, we saw relatives giving a parent or grandparent an old smartphone or even a new one to facetime or WhatsApp but they did not continue using them because they are complex and rely on someone to teach and remind them how to use it. The combination of an emporia simple to use smartphone and the Training

Book addresses these issues and ensures that the retirees independently master the technology and remain digitally connected to their friends, family and the wider world.”

For more information on *emporia*'s products, please visit: www.emporiatelecom.co.uk

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Notes to editors:

About emporia

Emporia is an Austrian company that develops, manufactures and markets mobile telephones, smartphones and apps specially designed for the older generation, and it is the technology leader in this segment. emporia's products also include a wide range of accessories and landline telephones. Founded in 1991, emporia now operates in more than 30 countries around the world. The company is wholly owned by Eveline Pupeter who runs the business, together with her experienced management team. emporia employs 100 people and its head office is located in the city of Linz on the banks of the Danube.

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