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emporia Ireland launches ‘talking’ mobile phone for blind and partially sighted older people

- emporia, mobile maker to the retirement generation, has launched the TALKactive 4G clamshell feature phone with voice assist
- Ireland's [2016 census](#) shows there are 54,810 people who are blind or vision impaired and the number is rising as the population ages

emporia, which has been making phones for retirees for 30 years, has launched its first mobile specifically adapted for visually impaired seniors. It will be sold in Ireland exclusively by the charity NCBI.

The TALKactive phone is an adaptation of emporia's ACTIVEglam phone, which launched in the UK and Ireland last year, with additional spoken menus, buttons and SMS text to assist users with sight loss.

A voice assist function reads text messages aloud and helps the user to respond by speaking the letter keys and providing the option to read back the typed message before sending. When receiving calls, voice assist will read unknown numbers, or announce the name of the contact saved in the phone book.

Large illuminated buttons with a defined pressure point make typing easier, while large on-screen text aids the partially sighted. An extra strong vibrate function alerts users to incoming calls and messages.

The clamshell design offers greater control over the handset: opening and closing the phone can be set to auto answer or end a call. The volume button located on the phone's exterior is adapted to speak the time and battery level aloud when the phone is closed.

Priced affordably at €150.00, TALKactive includes a 2MP camera. It also comes with a charging cradle so users don't have to waste time inserting the USB-C cable into the charger port.

The TALKactive comes with a set of uncomplicated, well-written user instructions available in large print, braille or audio, produced by emporia and NCBI.

As with all emporia phones, it is compatible with hearing aids, has extra loud and clear sound, and an emergency button located on the rear of the phone for extra peace of mind. If pressed, up to five emergency numbers will receive an SMS and be dialled automatically in sequence.

Chris Millington, managing director of [emporia](#) UK & Ireland, says: "Although smartphones have accessibility functions, the majority of blind or partially sighted users are older and unaccustomed to touchscreen technology prior to losing sight. Designed with much care and

consideration, and tested by older users with sight loss during the development phase, the TALKactive offers simplicity and affordability and is vastly easier to handle for a majority of retirees who haven't grown up with mobile technology at their fingertips."

Kyran O'Mahoney, chief technology officer at NCBI, says: "Technology is a key enabler for people with sight loss and this talking feature will be a great help to many service users. It is so important to help people stay connected. NCBI is proud to be a supplier."

ENDS

Notes to editors:

- The exclusive distributor in Ireland is [NCBI](#)
- For downloadable images of the emporia TALKactive T221 4G, visit this [Dropbox link](#)
- Watch the video on [YouTube](#)
- For the product page on emporia's site click [here](#)

To arrange an interview, demo or to test this phone please contact:

Alex McCord, Turtle Media

E alex@tartlemedia.co.uk | M 00447903 358 923

About emporia Telecom

emporia Telecom is an Austrian company that develops, manufactures and markets mobile phones, smartphones, apps, accessories and landline phones specially designed for the older generation, and it is the technology leader in this segment. Founded in 1991, it now operates in 30+ countries including Brussels, Frankfurt, London, Milan, Paris and Shenzhen. The company is wholly owned by Eveline Pupeter who runs the business, together with her experienced management team. emporia employs over 100 people and its head office is located in the city of Linz on the banks of the Danube. www.emporiatelecom.co.uk