

# emporia

## **BASIC PRESS KIT**

**Simplify your communication.®**

## THE COMPANY

emporia stands for easy communication. We offer our customers orientation rather than multi-functionality. In the area of mobile phone technology emporia specializes in meeting the demands of seniors and easy to use telephones. Today our company is the innovation leader in this area. In product development, the company is exclusively customer oriented. Short decision paths enable quick and flexible reactions to trends. "Everything we make is subordinate to quality and user friendliness." Albert Fellner and Eveline Pupeter Fellner both regard this as emporia's philosophy. "We spare neither expense nor effort." emporia currently employs 120 co-workers. 50 of the 120 employees work at the Linz location, another 35 are country and sales managers throughout Europe, and 35 are employed in China. emporia is represented in 30 countries.

## OWNERS



DI Albert Fellner, Eveline Pupeter Fellner

## MANAGEMENT



Mag. Eveline Pupeter Fellner, DI (Technical College) Herbert Schwach, MBA Karin Schaumberger

## **RESEARCH**

Approximately 40 colleagues work in research and development. Albert Fellner is head of the research department. emporia works together with recognized research institutions such as Cambridge University, the University of Aachen and the Upper Austrian technical colleges. The interface between people and medical applications constitutes an important challenge for the future development of mobile phones for seniors.

## **HISTORY**

emporia Telecom Produktions- und Vertriebs GesmbH & CoKG (short: emporia) was established in 1991 by DI Albert Fellner. Eveline Pupeter Fellner, wife of Albert Fellner, joined the management of the family business in 2003. She is responsible for the European market, for strategic planning and personnel. From 1991 to 2000 emporia concentrated on the production and marketing of clever telecommunication products as well as a wide spectrum of mobile phone accessories. The prime objective was always the rapid implementation of the most recent developments in telecommunications. Since 2007 the company has focused on the development of mobile phones for seniors.

## PRODUCT RANGE

### Emporia standard

All emporia mobile phones offer specific standards: Easy text and talk functions as well as usability designed for the needs of the target group. The main focus of emporia is to create mobile phones that include all generations through inclusive design.

### Tried and tested mobile phones

#### **emporiaLIFEplus**

Security button with emporia emergency call system. Pressing the safety key (at least three seconds), the phone dials the stored emergency numbers automatically. If no one answers, the next of the five saved numbers is called. The mobile continues until someone is reached. The safety key works even if the keylock is activated or if the user is blocked – for example because the phone card has expired or the user's own network provider does not serve the area. In these cases, the international emergency call (112) is selected instead of the stored numbers. emporiaLIFEplus has a handsfree function. Important menu items can be selected with slide keys. emporiaLIFEplus is easy to operate, with large keys, a large display screen, and a flashlight.

#### **emporiaTALKpremium**

The first mobile phone just for phoning. emporiaTALKpremium reduces mobile communication to the essentials. All necessary functions are on the side keys, making a menu unnecessary. Large keys, large fonts, a large display and a slide out directory are the main advantages of this mobile phone. emporiaTALKpremium makes communication a pleasure.

#### **emporiaELEGANCE**

emporiaELEGANCE was designed for experienced and style-conscious people with a sense for aesthetics and elegance. emporiaELEGANCE is the ideal partner for people who enjoy their life. emporiaELEGANCE is a flattering and chic mobile phone and yet totally

straightforward to operate. emporiaELEGANCEpremium will soon offer a discreet safety key on the back, which in principle functions just like the one on the proven emporiaLIFEplus. In an emergency, up to five presaved numbers are notified. emporiaELEGANCE and emporiaELEGANCEpremium have large keys, an OLED colour display and are easy and quick to operate.

### **The New Sports Model** (launch 2011)

#### **emporiaSOLID**

emporiaSOLID is the ideal companion for very active seniors. It is simple, safe, reliable, and suitable for any outdoor activity. A mobile that will not break if its accidentally dropped, and that is waterproof and dirt resistant. It has large keys, an OLED colour display, and an extra strong vibration motor so its owner never misses a call or a message. emporiaSOLID is hearing aid compatible. Prospective start of sales: 3rd quarter 2010.

### **AWARDS**

Throughout the years emporia has gotten various awards for its products including the PlusX Award for the emporiaTALKpremium and the emporiaELEGANCE, the iF Award for the emporiaELEGANCE and emporiaLIFE and the Focus Open in Silver for the emporiaELEGANCE. The company also presented the Award for Innovation from the government of Upper Austria and the Award for best market start 2009 in Poland.

## VALUES

In product development, particular value is placed on quality, user friendliness, service and consultation. Studies show that these factors are of special importance to the 50 + generation. The quality of our products is guaranteed by high-quality components, safe operation, detail, user friendliness and ergonomics.

### High-quality Components

We use components employed in the control panels of industrial machines in our keyboard design. Our "customized display", ensures the maximal width for optimal font size and legibility. To improve intelligibility for people suffering from hearing loss, emporia uses special speakers with an unusually low resonance frequency for mobile phones. The extra strong and large vibration motor is another high-quality component. emporia mobile phones are hearing aid compatible. Feedback such as whistling or buzzing is greatly reduced. Moreover, the speech signals can be transmitted directly through magnetic induction from the mobile to the hearing aid.

### Safe Operation

The keys are extra large in order to enable people with motor impairments to use them. The keys make an audible click when pressed. The display typography is large and easy to read, making it suitable for visually impaired users. Replacing software with hardware makes things easier as well. In all models, important menu functions were delegated to side keys. All features are reduced to the absolute necessary. An extra loud, clearly intelligible speaker and special ringtone volumes help increase operational safety. Incoming calls become optically apparent by blinking noticeably.

## Detail Matters

Every little detail is important for user friendliness. For instance, different security levels make the directories of the mobiles accessible remotely with SMS. Directory entries can be sent to the user via SMS. A table charger with integrated handsfree function enables one-touch call acceptance.

## User Friendliness

The ergonomic hardware design and the optimized configuration of the interface between user and machine with respect to intuitive operation were developed and tested with the target group. This ensures the user friendliness of emporia mobile phones. All mobile phones are compatible with hearing aids. This means that they filter background noises and feedback according to US-standards. The degree of compatibility is expressed with M1-M4 for mobile phones with a phone inductor and T1-T4 for phones without phone inductor. The emporiaLIFEplus is certified with M4/T3.

## Ergonomics

Design and an integrated operational concept, worked out to the smallest detail, guarantee excellent ergonomics. This continues to key design and key arrangement, equipped with outstanding pressure points. Essential basic functions are placed on the outside of the mobile phones. No need to search through a complicated software menu to find functions like on/off, volume adjustment, keylock, handsfree, SMS and settings

Menu navigation is simple and self explanatory. A font developed specially for emporia optimizes contrast and makes text clearly visible for the user. This substantially improves legibility. A magnifying glass function makes it possible to enlarge the text even more. Visually impaired people (for example people with cataracts) were taken into consideration in the design of the display illumination. The combination of black text on orange background is ideal in this case, because viewing it does not cause pain. The very plainly formulated and readable manual is a further contribution to ergonomics.

## TARGET GROUP

The target group selected by emporia telecom in the area of mobile phone technology is not served by current products of other telecommunication service providers. The products of this Linz based company target:

- New entrants into the mobile phone market
- People with motor impairments
- People who dislike the multi-functionality of conventional mobile phones

Studies show that this target group is constantly growing: In Austria, people over 60 will represent 35 percent of the population by 2050. By 2020, 25 million people in Germany will already be older than 65 years. Moreover, a further study shows that telephoning is clearly the most important function seniors expect from their mobile phone. 85 percent save phone numbers and 78 percent send SMS. All other functions are used only by less than half of all respondents.

## MORE INFORMATION

[www.emporia.eu](http://www.emporia.eu)

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