

20 years of emporia – a company grows with its customers

In April 1991 Albert Fellner started up his first company by himself: emporia Telecom's objective was to play a decisive role in shaping the developments in the telecommunications industry. Today emporia is renowned across Europe as a specialist for mobile phones for seniors. It all started when most phones were still connected to landlines ...

	Back then . . .	emporia . . .
1991	A pilot GSM network is presented at the ITU Telecom Trade Fair in Geneva. Today GSM is the most widely used standard for mobile telephony systems. At this time mobile phones were still very expensive, bulky – weighing almost 1 kilogram – and real power (battery) guzzlers.	emporia Telecom is founded by Albert Fellner. The first success of the new company is achieved with the trade in wireless landline telephones (DECT phones) for use indoors. Even then Fellner is striving to simplify the extremely complicated devices and thereby make them more user-friendly.
In the 90s	Mobile phone manufacturers discover the possibilities of mobile phones as multi-functional devices. Integrated radios (since 1998), integrated cameras (1999) and the first business phone from Blackberry (1999) put the focus increasingly on new technology.	emporia profits from the trend of personalised phones. Be it in a Mickey Mouse, striped or tiger design – personalised phone covers are a real hit. emporia becomes a trend setter for mobile phone accessories and thereby builds up international contacts.

<p>2000</p>	<p>The new millennium prophesises lots of new trends. The worldwide use of mobile phones by every man and woman is already a factor. As a result the devices are continually upgraded. Telephones become toys with a growing number of functions and more complicated user menus.</p>	<p>Albert Fellner has several quarrels with his mother about her mobile phone. His mother doesn't know how to use it and he is upset that he keeps having to help her through the convoluted menus. Until one day at work Fellner realises: the problem is not with his mother, but with the phone - it is too complicated. This signals this start of an intensive development period, the first milestone of which should be the first emporia mobile phone for seniors.</p>
<p>2003</p>	<p>The number of mobile phones sold worldwide rises by 23.3 percent to break the half a billion mark for the first time.</p>	<p>Eveline Pupeter-Fellner joins her husband's company and takes on responsibility for Sales and Marketing at emporia Telecom.</p>
<p>2007</p>	<p>With the iPhone, Apple sets new benchmarks for the multi-functionality of mobile phones.</p>	<p>With the launch of the first mobile phone for seniors (LIFE) emporia makes a much-noticed counter statement. With its large display, easy switching functions, hearing-aid compatible speaker and large keys, the first mobile phone for seniors from emporia is celebrated by older users with great enthusiasm.</p>
<p>2008</p>	<p>The large mobile phone manufacturers Nokia, Motorola and Sony fight for the position of market leader with new products and increasingly ludicrous details almost on a monthly basis.</p>	<p>emporia successively expands its product range. A special milestone is the emporia emergency call function, which was first available with the LIFE plus. From its base in Austria, emporia goes on to capture more and more European countries.</p>
<p>2010</p>	<p>3.3 billion people worldwide use mobile phones.</p>	<p>emporia expands its product range and draws attention to itself by presenting two designer models at the GSM Mobile World Congress in Barcelona. The stylish emporiaELEGANCE, which receives several awards this year, and the robust outdoor phone SOLID herald the start of the next</p>

		<p>phase of development for emporia: together with later customers the next generation of easy-to-use mobile phones are being developed, which will blur the boundaries between generations and ensure that technology is accessible to everyone and still looks good.</p>
<p>2011</p>	<p>The Vodafone Group is the largest mobile phone operator in the world. The company philosophy of the company is (according to their website) "to trigger social developments and to take on social responsibility".</p>	<p>emporia has founded a very promising international cooperation with Vodafone Germany and T-Mobile international. emporia is already represented in 30 countries. With these new partners the internationalisation of the Austrian company will continue.</p>