

Press release, 14th February 2011

emporia Telecom at the GSMA Mobile World Congress Barcelona 2011

We've got something for everyone: even more safety, user friendliness and variations in design and colour

LINZ. emporia Telecom will present its current products in various colours and with clever and extremely helpful additional functions such as speech output and emergency number activation via wristwatch in Barcelona. Included are emporia RL1 and emporiaELEGANCEplus. With a GPS function, the emporiaSAFETYplus makes sure of reliable and quick assistance in emergency situations.

emporia RL1 – even more design

In 2011 emporia Telecom, together with A1 Telekom Austria, its network partner, will launch the new model emporiaESSENCE on the market in Austria. In Germany the same model is available at Vodafone Germany under the name VODAFONE RL 1. "The emporia RL 1 is optically somewhat more angular and more masculine. This design option is aimed at the male mobile phone user," explains Karin Schaumberger, Head of International Marketing at emporia Telecom.

- *Tried and tested emporia philosophy packaged in a stylish design*

The emporiaESSENCE and VODAFONE RL 1 respectively have fewer slide buttons on the side (e.g. text message and alarm clock) than previous models. Like all emporia models it is simple to use and has hearing-aid-compatible loudspeakers, extra large keys with a clearly recognizable pressure point as well as a wide, easy to read display. The high-contrast display can depict several colours and facilitates orientation in the user menu by way of coloured symbols. Detailed help texts for all menu items also contribute to this. The mobile phone has ring tones which can be adjusted to very high volumes and an extra powerful vibration motor. When incoming calls are received the integrated LED torch blinks. A tabletop battery charger is included and is a useful addition to the standard travel charger.

- *Can be reached at the landline rate within a radius of two kilometres*

A special contract option for the VODAFONE RL 1 in Germany is the "At Home Option". With this function you can be reached at the landline rate within a radius of two kilometers from a specific address.

Additional major product features	
Display:	OLED colour display (OLED "organic light emitting diode") This material ensures a high degree of brightness and good contrast at the same time.
Stand-by time:	Up to 200 hours
Talk time:	Up to 180 minutes
Selection of major functions:	<ul style="list-style-type: none"> • LED torch • LED torch blinks for incoming calls • Help texts for all menu items • "At Home Option" for VODAFONE RL 1 in Germany • Hands-free equipment • Alarm clock • Calculator • Reminders for birthdays

Caption:

The emporiaRL1 is somewhat more angular and more masculine models.



emporiaELEGANCEplus – even more user-friendliness

The new mobile phone model emporiaELEGANCEplus scores with several extras. The simple-to-use mobile phone has a bluetooth function and a discreet emergency button (emporia's emergency call function) has been added on the back.

➤ *An additional bonus - speech output of the most important functions*

If the slide buttons on the side are operated to activate/deactivate the keylock or alarm clock, the mobile phone tells the user which function is being used. Moreover, it also tells you the alarm time and on the hour, every hour, the time. As emporia's founder Albert Fellner says, "The speech output on this mobile phone provides the user with even more comfort and user-friendliness."



Caption:

The emporiaELEGANCEplus captivates with even more user friendliness due to its speech output function.

Additional major product features	
Display:	OLED colour display (OLED "organic light emitting diode") This material ensures a high degree of brightness and good contrast at the same time.
Stand-by time:	Up to 300 hours
Talk time:	Up to 240 minutes
Selection of major functions:	<ul style="list-style-type: none"> • emporia's emergency call function • Bluetooth • FM radio • LED torch • LED torch blinks for incoming calls • Help texts for all menu items • Hands-free equipment • Alarm clock • Calculator • Reminders for birthdays

emporiaSOLID – even more colours

In Barcelona emporia Telecom will present the robust outdoor mobile phone emporiaSOLID in three colour variations - white, yellow and camouflage. Karin Schaumberger says, "We are thus accommodating the suggestions of the users." The white case is for everyone who is active. For mobile phone users who prefer an upbeat design we've got the emporiaSOLID in the casual military look (camouflage). "The yellow colour, reminiscent of construction vehicles, is aimed primarily at mobile phone users from the B2B sector," explains Karin Schaumberger. The emporiaSOLID has an extremely shockproof case, is splash-proof and dust-proof. It is thus optimal for craftsmen but also for athletes and amateur gardeners.



Caption:

The emporiaSOLID is available in three colours: white, yellow and camouflage.

Additional major product features	
Product features:	extra hard display glass
Stand-by time:	Up to 25 days
Talk time:	Up to 240 minutes
Selection of additional functions:	<ul style="list-style-type: none"> • Bluetooth • LED torch • LED torch blinks for incoming calls • Help texts for all menu items • Hands-free equipment • Alarm clock • Calculator • Reminders for birthdays
Accessories:	<ul style="list-style-type: none"> • Special carrying system • Car / bicycle mount

The emporiaSOLID featuring these functions will be launched in the first calendar quarter of 2011. The market start of the emporiaSOLIDpremium is planned for the third calendar quarter of 2011. This model will have a GPS function as well as the tried and tested emporia emergency call function.

emporiaSAFETYplus – even more safety

The mobile phone model emporiaSAFETYplus offers users a completely new range of safety functions. Apart from a telephonic emergency call function, the emporiaSAFETYplus sends an emergency text message including a postal address and a text message giving the GPS position of the person in need to the recipients of emergency calls stored in the mobile phone in order to reliably ensure rescue as quickly as possible. In addition, emergency calls can also be made from the home via emporiaSAFETYplus even if it is not within easy reach. In order to do this an emergency button has to be pressed on the wristwatch which has been developed specially for this mobile phone model.

➤ *And this is how the emporiaSAFETYplus's emergency call chain works*

The mobile phone user depresses either the emergency button on the back of the emporiaSAFETYplus phone or one of the four emergency buttons on the wristwatch for at least three seconds. The mobile phone emits an alarm signal and the display begins to blink. These are the clear signals for the mobile phone user that an emergency call has been triggered. In order to avoid false alarms, the emergency call may be cancelled within ten seconds.

If the emergency call is not terminated within the first ten seconds, the emporiaSAFETYplus sends an emergency text message including the postal address and the information that the person in need requires help to the first recipient of emergency calls stored in the mobile phone. Then an emergency telephone call is made to first recipient stored in the phone. If he/she takes the call, he/she will be informed by an automatic voice mail that it is an emergency call and that he/she has to phone back within one minute of terminating the call. At the same time the recipient gets a text message providing the GPS position of the accident victim. As far as the return call is concerned, emporiaSAFETYplus automatically accepts the call and switches on the speaker function. "That is one of the features of emporiaSAFETYplus of which we are particularly proud: the option of personal contact. In

this way relatives are able to soothe the person affected by the emergency which is extremely important in such situations," says Albert Fellner.

Caption:

The emporiaSAFETYplus: more safety functions than any other mobile phone

- *Even more safety functions*



If none of the five persons who receive the emergency call calls back, the mobile phone starts the procedure again by phoning the first person. An additional safety bonus is that the mobile phone automatically accepts all incoming calls in hands-free mode during the chain of emergency calls. The alarm which sounds when the emergency call is triggered serves not only to inform the mobile phone user but is set to sound loudly so that the emergency catches the attention of neighbours in the vicinity.

If the telephone numbers of the people to be informed have not yet been stored but an emergency call is triggered, emporiaSAFETYplus automatically dials the international emergency number 112. Besides private persons who are to be informed in an emergency situation, the number of a relief agency may also be stored.

The emporiaSAFETYplus also features a special sensor. The sensor recognizes falls and in such cases automatically triggers the chain of emergency calls. However, this only happens if the user has the mobile phone on him/her when he/she falls. If it falls to the ground by itself this is not deemed to be a fall. "That is a particularly vital function as it is absolutely possible that, for example, due to having fainted, the user is not able to call for help himself/herself," emphasised Fellner.

➤ *Helpful use of new technologies in everyday life*

With the emporiaSAFETYplus emporia Telecom positions itself in the field of *ambient assisted living*. This means supporting people in daily life by means of new technologies. “It is nice if it is possible to make everyday life easier for older people, to give them a feeling of safety so that they can remain living in their own homes for longer,” says Karin Schaumberger, Head of Marketing.”

Additional major product features	
Stand-by time:	<ul style="list-style-type: none"> • without GPS up to 75 hours • with GPS up to 48 hours
Talk time:	<ul style="list-style-type: none"> • up to 180 minutes
Selection of additional functions	<ul style="list-style-type: none"> • Fall recognition • GPS function • Bluetooth • FM radio • LED torch • Alarm clock • Calculator • Calendar function
Accessories:	<ul style="list-style-type: none"> • Wristwatch with emergency buttons

Photos: emporia Telecom (free of charge)

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