



Emporia expands to North and Latin America

Presenting two models at the Consumer Electronic Show in Las Vegas

Linz / Las Vegas. Emporia Telecom, the Austrian specialist for user-oriented and easy to use mobile phones has now opened its branch office in the United States. Starting next spring emporia will be available at the markets of North and Latin America. At the international "Consumer Electronics Show (CES)" in Las Vegas (10th to 13th January) emporia will present two models to the American public for the first time.

"We see a huge potential for easy to use mobile phones in North and Latin America. Our market research has shown that there are millions of consumers who want neither complicated nor Smartphones with annoying apps or expensive data plans" says Eveline Pupeter-Fellner, owner and CEO of emporia, convinced of the expansion plans. The market development costs should be covered in the first year. "We want an even balance", says Pupeter-Fellner, setting the route for the first fiscal year.

The American public will see the emporia models for the first time between 10th to 13th of January at the international "Consumer Electronics Show (CES)" in Las Vegas. For the exhibition the models the emporiaCLICK and emporiaSOLIDplus have been adapted for the U.S. market. "The show in Las Vegas is our first public appearance in the US. It offers us an ideal platform to present ourselves and to get feedback on our products," says Eveline Pupeter-Fellner.

emporia Telecom Infobox:

The family business emporia telecom, established 1991, develops, produces and markets mobile phones for seniors. emporia telecom is synonymous for easy and accessible communication. We offer our customers orientation rather than multi-functionality. emporia research, employing one-third of a total of 130 employees, uses technology to simplify complex processes. This research is guided exclusively by the requirements of seniors. Emporia products have won many awards worldwide, and are internationally recognized. To date, emporia telecom has become the worldwide market and technology leader for mobile phones for seniors. The Upper Austrian company with seat in Linz is presently represented in 30 countries. Further information is available at www.emporia.eu.

