

PRESS RELEASE

Emporia presents new products at IFA **"Opening the door to the digital world for all"**

Vienna/Berlin, 28 August 2018 – **At IFA 2018, Emporia is presenting new products for the 60+ generation, with the aim of enabling senior citizens to participate in mobile communication. In addition to a new smartphone, this also includes an app and two new feature phones that are precisely tailored to the needs of the older generation.**

For today's 60-year-olds, the use of computers and the Internet is a matter of course. But they usually have different needs for mobile communication than digital natives. Devices need to be simple and uncomplicated to operate. This is especially true when the typical complaints of later life are added. "The development of new smartphones for Best Agers and Silver Surfers is therefore a central task for us; technical devices need to be made fit for them", says Eveline Pupeter, the CEO of Emporia. "We must not exclude people from this generation, but help them enter the digital world."

In close cooperation with the target group, Emporia has therefore developed new products and features which will be presented at IFA.

emporiaSMART.2

The emporiaSMART.2, with its 5" display, combines modern and elegant design with an uncomplicated user interface. The handy blue reverse side and the metal edge give the phone an extremely elegant look. It convinces with simple and user-friendly operation via the large, easy-to-read display. The SMART.2 is designed for users who want a modern Android smartphone with an uncomplicated user interface.

In addition to the user manual, a training book is included in the scope of delivery.

The second battery cover allows the customer to use their smartphone with or without an emergency call button. The emporiaSMART.2 costs 199.90 euros.

Data sheet: <https://bit.ly/2w4t2FM>

Product images: <https://bit.ly/2Mxnii4>

Lifestyle images: <https://bit.ly/2o2e66z>

The Make Your Smartphone Simple emporiaAPP

The emporiaAPP provides an easy solution for making virtually any legacy Android smartphone (4.4. and higher) that is no longer in use fit for the older generation. This app makes smartphones clear-cut and simple. The new interface developed by Emporia sits on top of the Samsung, Huawei & Co



smartphone, transforming it into a touch phone with a simple menu structure, large, easy-to-read icons and intuitive operation. The Make Your Smartphone Simple app is offered especially for smartphone newcomers in combination with a training book that sells at 24.90 euros in Germany. The app is also available (without the training book) from the Google Play Store for 9.90 euros.

Data sheet: <https://bit.ly/2OVOyTZ>

Product images: <https://bit.ly/2NcVKuD>

Lifestyle images: <https://bit.ly/2BE9IUJ>

Feature phones are still en vogue - with and without WhatsApp

In mid-September, Emporia will also launch the **emporiaTALKSmart**, a feature phone with WhatsApp functionality, on the German market. WhatsApp is pre-installed, which helps the 60+ generation company to open up access to the world of their children and grandchildren. Photos and text messages can be sent back and forth between generations via WhatsApp. Like all emporia products, the "emporiaTALKSmart" is easy to operate, has a 2.4" display and is additionally splash water-proof (IP54). The price: 79.90 euros

Data sheet: <https://bit.ly/2OXtpsi>

Product images: <https://bit.ly/2LitELR>

Lifestyle images: <https://bit.ly/2wjLo4B>

The **emporiaOne** feature phone (59.99 euros) is being introduced in an elegant flip format in black/red and space grey/silver with a 2 MP camera, a 1.77" outdoor display and two battery covers, with or without an emergency call button. When closed, the user can take calls and hang up. In addition, this device is splash water-proof (IP 54).

Data sheet: <https://bit.ly/2w77DM5>

Product images: <https://bit.ly/2o3NT7D>

Lifestyle images: <https://bit.ly/2PyYvb8>

"Thanks to these new products, we are opening the door to the digital world for everyone with products that can be operated intuitively. Our experience shows that people who are interested in technology can also become mobile online users aged 80+. Our goal is for even more seniors to get on board with our new products and make friends with digitalisation," says Emporia boss Pupeter.

Visit us at IFA and discover more about our new products. You will find us in **hall 4.2, booth 119**



About emporia Telecom

With more than 600,000 devices sold annually, emporia is one of the leading suppliers of mobile phones for the older generation. The company has been developing its products and intelligent services in Austria since 1991. In the field of innovation and development, emporia collaborates with partners such as universities and design offices in Europe. The products are designed to make mobile telephony accessible to people of all ages, thus empowering them to lead an active, safe and self-determined life. In 2015, emporia launched the first simple smartphone for the target group of seniors. In the 2017/2018 fiscal year, the Linz-based company with its 100 employees generated sales of 30 million euros. www.emporia.at