



emporia Telecom launches emporiaCONNECT

- **New mobile handset offers smartphone services on a feature phone**
- **Safety, picture sharing, calendar and all made easier to use**

Mobile World Congress, Barcelona, 27th February 2012: emporia Telecom today announced the launch of a new category of mobile phone. emporiaCONNECT offers the most popular smartphone services to a new generation of users that want a simple and intuitive mobile experience – the motto is: As smart as needed, as simple as possible.

The question for the development team was: What is a relevant feature? How is it easy to use?

“Today there is an app for everything, hundreds of them are available for almost every topic. The problem is that many of these apps are too complicated to use or buy. Emporia’s goal is to make mobile services accessible to everybody.” Said Boris Nemsic, member of the emporia Advisory Board.

Emporia is the leader in easy to use mobile phones, particularly for older generations. The new handset will introduce services such as picture sharing, memory training puzzles and directions to nearby points of interest. At the same time, emporiaCONNECT will continue to offer the simple and intuitive interface that emporia users love, without the complications of software updates, downloads or endless menu options and the cost associated with smartphones.

Eveline Pupeter, CEO of emporia Telecom said: “emporiaCONNECT represents the best combination of functionality and ease of use. We describe it: ‘as smart as needed but as simple as possible’.”

Photography and speed dialling are complimented with easy access to weather forecasts and an interactive reminder system for healthcare and birthdays. Users can access support in an unfamiliar town or city by accessing the orientation function. This enables users to see

where they are and get simple directions to the nearest shop, police station, pharmacy or other point of interest.

emporia's famous emergency system, which enables users to call up to five numbers in sequence with just one press of the emergency button, provides safety and reassurance, whilst the clearly legible display and large keypad offer a stylish means to communicate.

The first emporia phone to boast 3G connectivity, emporiaCONNECT has a built-in three-megapixel camera. Users can be taking photographs within two clicks of picking up the phone. With GPS, a 2.8 inch TFT screen, Micro SD and text-to speech, emporiaCONNECT is an advanced phone but emporia has kept functionality as simple as possible, in line with the other emporia mobile phones.

Availiability Q3 2012

Caption:

emporiaCONNECT: the best connection between generations

