

**emporia introduce four new 4G devices to the UK; both feature and smartphones**  
***“There are still millions of people who type and don't want to swipe”***

**26 February 2020:** The need to communicate does not lessen with age. If anything, older people need more communication with family, friends, support services and others. As modern technology continues to evolve, many retirees find themselves in danger of being left behind or even isolated by difficult technology.

*emporia* is delighted to today announce four new state-of-the-art 4G devices to the UK market that respond to this demographic's needs, by offering connectivity in the form of simple and easy-to-use phones.

"We put ease of use first, because that's what senior citizens want," says Eveline Pupeter, owner and CEO of *emporia telecoms*.

The new quad announcement sees one new smartphone, two feature phones, and a touch screen hybrid feature phone join the company's portfolio of easy-to-use devices for the growing number of retirees. "There are still millions of people who type and don't want to swipe, so we're staying true to our philosophy and continuing to offer the popular feature phones in addition to the smartphones," adds Pupeter.

All four new handsets feature 4G and are VoLTE compatible, providing better connectivity and coverage, but also a crucial additional benefit for many of the retiree users; better sound quality on voice calls.

UK and Ireland MD Chris Millington comments: "4G and VoLTE are essential for us to offer this demographic the best in sound in their handsets as the technology allows us to push much wider spectrums of the call to the user. Ultimately, it also strengthens the senior proposition for mobile networks as our phones with VoLTE fulfil the technological requirements of the operators so that they can leverage their network connectivity."

**emporiaSMART.3mini** is an easy-to-use smartphone with a stylish compact size, that fulfils all the main requirements of a smartphone but with a tailored, easy-to-use interface. Key features include: 8mp and 5mp cameras, long battery life, WiFi, Bluetooth and GPS. The 4.95-inch touchscreen has a large, clear screen for users to navigate easily and read from. This new smartphone is built with the end user in mind with; an intuitive interface, dust and splash-proofing exterior (IP54), hearing aid-compatibility, acoustic amplification, and an emergency call button. The *emporiaSMART.3mini* comes with a unique training book designed to help users get the most from their smartphone, and at their own pace. It offers a point of reference so that they can independently learn more about their device without relying on family, friends or mobile stores.  
SRP: £150

**emporiaTOUCHsmart** is a clever combination (or hybrid) of the best elements of a smartphone and feature phone. As one of the smartest clamshell phones on the market, it is operated by touchscreen but also has a well-spaced keypad for the best of both

worlds. The device has a dedicated WhatsApp button for direct access to the popular messaging app. Like all emporia phones, it also has an emergency assistance call function, camera, radio and torch, and is dust and splash-proof thanks to its nano-coating (IP54).

SRP: £150

**emporiaACTIVE** is *emporia's* latest bar phone. It has extra-large, illuminated keys, a large display with easy to read text and the optional high contrast. It is hearing aid compatible and has an emergency call function, a camera, and an alarm clock. This feature phone is ideal for users who have no need for smart features like the internet or WhatsApp, but do require a device with practical applications, geared towards their hearing and dexterity abilities.

SRP: £90

**emporiaACTIVEglam** is a clamshell, or flip, device, for users who are looking for a stylish yet simple to use feature phone. Like the emporiaACTIVE, the ACTIVEglam also runs on the AndroidGo operating system and offers the same essential features like illuminated keys, emergency call function, hearing aid compatibility and a camera; in a compact and secure design.

SRP: £100

The two new smartphone devices are launching with confirmed retailers, and are available now from: [Scotts of Stow](#), [Amazon](#), and [emporia's web shop](#). The two feature phones will be available from March.

Millington says: "There are huge opportunities within the UK retiree category to provide handsets that mirror the needs of the users, at an accessible price point. Not one user in this demographic is the same when they reach retirement at 66; some are quite dependent internet users, whereas others may require a device more suited to their dexterity and simpler application needs. Quite simply, this means these customers need mobile phones that give them each the ability to communicate easily with family and friends. I'm delighted to introduce these four new devices to the UK market that I believe offer exactly that."

Studies\* commissioned by *emporia* have shown that older people want to retain independence in their lives – and this includes using the latest means of communication. "Retirees don't want to have to ask someone how to send a photo via WhatsApp, email or SMS; they simply want to do it."

"In our research, we found that more than 90% of those surveyed say that they value contact with relatives and friends. With the embedded WhatsApp button on our smart devices, they can be more involved in their families and friends' lives - a simple picture share, or video call can strengthen that communication," says Pupeter.

Millington adds: "For many in retirement, and facing retirement at the new state pension age of 66, they are taking daily decisions on spending and on the value they get from purchases. Their mobile phone is something they need to get maximum value from, not just in the cost of purchase, but in the way they can use it to do what they want. For many, who may have been

given a device by someone else, the technology is not right for them and they will benefit from buying something which is designed specifically with them in mind.”

*emporia* is the European leader in easy-to-use devices for the growing number of retirees. Having recently appointed Chris Millington as UK and Ireland MD and officially launched in this market, these new feature and smartphones add to the portfolio of devices aimed at improving communication for this demographic in the form of a 'simple to understand' phone.

## **ENDS**

\* Smart in Everyday Life Survey 2018/2019: A total of 1,500 seniors aged 65+ were surveyed for this study in 2018 and 2019. Free download at [www.emporia.eu](http://www.emporia.eu)

## **ENDS**

### **Notes to editors:**

#### **About emporia**

Emporia is an Austrian company that develops, manufactures and markets mobile telephones, smartphones and apps specially designed for the older generation, and it is the technology leader in this segment. emporia's products also include a wide range of accessories and landline telephones. Founded in 1991, emporia now operates in more than 30 countries around the world. The company is wholly owned by Eveline Pupeter who runs the business, together with her experienced management team. emporia employs 100 people and its head office is located in the city of Linz on the banks of the Danube.

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