

## **Introducing the emporiaSMART.4 smartphone** **emporia's next generation of retiree-focused mobiles most advanced to-date**

**November 26, 2020:** [emporia](#) - the European leader in simple phones for retirees - is delighted to announce the UK launch of its latest and most advanced smartphone in its portfolio yet; the emporiaSMART.4.

Tackling some of the common technological issues felt by the senior user in 2020, this smartphone includes key features that respond to the demands of the modern retiree in a world of track and trace, security concerns and mobile involvement like never before.

Chris Millington, emporia's UK MD comments: "This is an exciting "first" in a new generation of mobiles to join emporia's portfolio. I'm proud to announce the S4 as our most innovative device yet to the UK market. This phone really responds to some of the challenges and hurdles faced by our retiree audience in everyday mobile communication, in the form of intuitive and completely targeted, relevant features like the NFC function, pre-installed QR scanner, and the App Installer for suggesting the top 20 relevant apps."

### **About the S4**

This Google-certified smartphone runs on an Android 10 operating system, with an emporia interface that is tailored and adapted to the 66+ year old user.

The smartphone's 5" screen is easy to read, with big fonts, large 1" sized app icons/tiles and a compact design that makes it easy to hold. Like all emporia devices it is also hearing-aid-compatible and is fitted with an emergency assistance button on the back for peace of mind for users.

The S4 comes complete with emporia's famous comprehensive 135-page training book and a new 16-page guide to contactless payments using Google Pay, to ensure users can learn at their own pace, in their own home, with the guide always acting as a reference point. This has been a strong and recognisable difference for emporia as it entered the UK and Irish markets at the start of this year and has been a huge success in helping thousands to become new smartphone users. It demonstrates the brand's understanding of this demographic's desire to be independent and self-learn.

Emporia has seen renowned success and feedback for its existing smart and feature devices in the UK and Irish markets; "The reviews and customer feedback we're receiving from our retailers is outstanding. There really is a big opportunity in the market - now more than ever in the current climate - to really connect seniors and bring simple telecoms solutions to this audience," comment Millington.

### **Key features**

What makes the S4 different to other smart devices in the emporia range is its following new features that bring the senior user further into the digital world, but in a simple way:

- **13 megapixel main camera and 8mp selfie camera**

In a world where video calls and photo sharing are the most common form of communication, our S4 has an improved camera quality so users can be involved and connected in this way and stay in touch, even if isolated, with family and friends.

- **QR scanner**

The improved processing power on the latest S4 model sees the introduction of a QR scanner, meaning senior users are able to use the NHS track & trace / Ireland's COVID tracker / Protect Scotland / StopCOVID NI apps, or register their check-ins, for safety and reassurance in a post-pandemic world.

- **Magnifying function**

Most of us experience presbyopia as we age, meaning we need glasses to read and struggle with close up text or smaller fonts. Whilst emporia's devices are already tailored to help the users to use and enjoy the phone, when users are out and about, reading everyday things like restaurant menus may not be as easy, especially when we leave our glasses at home. This key app is designed to take away that frustration and act as an aid for our customers in everyday life – a reliable companion.

- **App Installer**

There are apps for everything out there, and this can be overwhelming when you need a key app like a track-and-trace, or WhatsApp to stay in touch with friends and family, need to share pictures, check the weather forecast or check the news. The App Installer on the S4 contains a list of the most useful 20 apps, making them all easier to download and locate so the retired user gets the key apps straight away.

- **NFC technology**

Whilst NFC or contactless payments in credit and debit cards isn't new, the new S4 brings NFC (near field communication) technology, or more to the point contactless payments to a new audience. When social distancing and contact-free are the norm, this function can offer a whole new shopping experience for older customers who tend to use cash. With the new 16-page guide to how to set-up Google Pay and the benefits of the security this brings, the retired audience will be equipped for the new era upon us.

Chris Millington says now is the right time to introduce NFC technology to the senior mobile phone market: "Contactless payments may be the norm for a millennial and handy for debit and credit cards for many more, but apprehension about transactional security is normal for an unfamiliar retiree. As debit and credit card contactless payment limits were increased to £45 earlier this year to accommodate and encourage contactless payments by customers, many older users read the headlines with some concern about fraud. However, we want to challenge this misconception; NFC and Google Pay in a mobile address this concern for seniors head on. It adds a device security lock so that no transactions can be made without a password and every transaction is sent to you as a notification – giving complete visibility of every contactless transaction on any registered account."

“We know that mobile phone banking and contactless payments are increasingly on the rise across the UK and Ireland; even more so this year with a focus on contact-free due to covid concerns. But this doesn’t make it automatically trusted. What we are working on to help our users understand in our separate training book is that contactless payments on a phone are safer than using a bank card; they’re passcode protected, unlike a card which can be stolen and used by anyone – the phone cannot be used without the passcode. Similarly, it is a reassurance for if cards are mislaid, and adds a whole new level of identity protection as cards registered on Google Pay as not visible to the merchant,” adds Millington.

“For a generation that are so used to handling cash or physically visiting a bank branch, it’s not just a conscious choice to not adopt these digital developments, it’s often a trust and familiarity issue; it’s learning to adapt to the unknown and realising its safety, convenience and potential. Organisations like Barclays have, like us, supported the senior audience with digital skills training through its Digital Eagles programme to help customers realise the benefits of digital banking and learn the skills needed in a modern, digital world. As physical contact means this training needs to be distanced, our S4 and the training book take a huge step forward for customers to embrace the immediate digital change in society, optimised with an amazingly easy to use interface and backed by the comprehensive training book – a real game change for this audience,” adds Millington.

The S4 smartphone is available now and is distributed by Eurostar Global in the UK. It has an SRP (suggested retail price) of £170. It has launched initially for direct sales through emporia’s website, and through retailers Maplin and AO Mobile. Further conversations underway with key retailers and network operators, and more developments will be announced in coming months.

**ENDS**

**<about emporia>**

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