

## FACTSHEET Products / Usability

With its **mobile phones** and **service solutions**, emporia Telecom would like to simplify the **communication** between the **generations** and provide greater **safety and security in everyday life**.

The products of emporia are designed keeping the **aspects of inclusive design** in mind, and all of them have **high standards** as far as **components, user-friendliness** and **ergonomics**. In the process, special attention is paid to the following areas:

➤ **Consistent design elements**

All emporia mobile phones share the same, tried and tested features like side-keys for camera and flashlight, On/Off button. The menu structure and symbols in menu are also consistent in all models.

➤ **Relevant Features**

Orientation instead of multi-functionality is provided to the users. All mobile phones are consciously restricted to the features relevant for the users. Supplementary features such as a camera and pocket torch can be controlled with the help of a key provided on the side.

➤ **Lifestyle Design**

All emporia handsets combine ease-of-use with an elegant design and have received numerous awards for design.



### Dedicated Senior Features

➤ **Keys / Screen**

The keys and screen are extra large and can be used easily even by those whose eyesight is impaired. The keys have a good pressure point and the lettering is large and clear. The font on the screen can be adapted as desired. Stronger contrast provides optimal readability

➤ **Acoustics / Volume**

The ringtones can be set so that they are extra loud. This ensures that no incoming call is missed. The loudspeakers are suitable for use with hearing aids, but they can be adjusted so loud that you can talk without the need for the hearing aid. With the in-built handsfree feature, you can also make calls comfortably even when the phone is being charged on the desktop charger.



➤ **Emergency Call Feature**

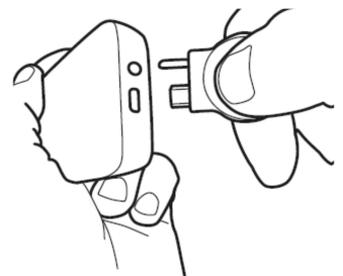
The intelligent emporia emergency call feature ensures that help can be called promptly in case of an emergency. In the process, the system detects whether a human being or an answering machine responds to the call.



All emporia mobile phones come with a special charger and docking station.

➤ **emporiaCONNECTOR**

The recent models from emporia can be charged via micro USB. To make sure that the charger is plugged in in the right direction, it comes with an applicator.



➤ **Ladestation**

With the desktop charger the handset has a fixed place at home. For charging it only has to be put into the station.

In **2013** the product portfolio was supplemented with **web-based and app-based services** for the mobile phone. In **2015** emporia launched its first easy to use smartphone for the target group of seniors.

For price-conscious customers, emporia Telecom offers easy-to-use mobile phones under the **Telme brand** and at a **best price that is calculatedly low**. Additional services are consciously dispensed with here.

Under the **Axxtra brand** emporia sells **accessories** for smartphones globally.