

emporiaCLASSIC makes debut at Mobile World Congress

- *New mobile handset provides a simple, quality design for older phone users*
- *Voice announcement, large screen and raised side buttons for ease of use*

Mobile World Congress, Barcelona, Hall 8.1, B61: emporia Telecom today announces the launch of the new emporiaCLASSIC. The handset showcases new design features that value clarity over multi-functionality for a generation of mobile users that want a simple mobile experience.

emporia is the leader in easy to use mobile phones, particularly for older generations. The new handset will offer features such as adjustable text size, a large screen, the emporia emergency call system and voice announcements for users that are hard of hearing. emporiaCLASSIC will continue to offer the simple and intuitive interface that emporia users love.



Main features of the new handset include an emergency call system on the reverse. 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 clear display and large keypad offer a stylish means to communicate. With side buttons for the LED torch, menu option and alarm, navigation is quick and easy.

The large two-inch screen size and extra-large, illuminated and raised buttons with defined pressure points make communication easier. Adjustable text size and shortcut sequences provide further opportunity to personalise the phone for each individual user.

Eveline Pupeter, CEO of emporia Telecom said: "emporia handsets represent the best combination of functionality and usability. The new emporiaCLASSIC is a simple, high quality handset designed to embody emporia Telecom's core values and help the over-50s enter the mobile space".

"Older generations are embracing communications through other avenues such as email and social networking on their desktop computers, but are often reluctant to purchase mobile phones. emporiaCLASSIC will ease older customers into the mobile landscape, offering key call and messaging functions without the added fuss of complicated technology."

More information on emporia at Mobile World Congress: <http://www.emporia.de/mwc2016/>

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About emporia Telecom

emporia Telecom, a family company founded in 1991, develops, manufactures and sells mobile phones for the 60+ generation. emporia Telecom is synonymous with simple, barrier-free communication. Customers are provided with orientation rather than a multitude of functions. emporia's research and development department, which employs a third of the company's workforce of 120, uses technology to simplify complex processes. It is geared exclusively to the needs of the senior citizens. In the meantime, emporia has become the global market and technology leader in the field of mobile phones for older people. The Austrian company, headquartered in Linz, is currently active in 30 countries.

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