

# emporiaCONNECT + eME = bringing the generations together

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# The communication

## Family Tree

Great Grandparent

Grandparents

Parents

Children



### Passivs 55+

Family members help make the buying decision

### Pragmatics 55+

Need competent support and easy solutions at the POS

### Actives 55+

Similar needs at the POS as the smartphone user, are influencers to the passives

Emporia Users

### Digital Sandwich

Influencers/  
Buyers

### Digital Natives (Naives)

Motivators

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# Positioning of emporia propositions

## CONNECTIVITY



- **Cross generation approach**
- **Strategy:** Leverage Smartphone penetration and technology trends to bring associated emporia services into mass markets and the 'younger generations' – address the influencer and care giver

## BASIC & SAFETY



- **User Safety & Support** through various combination of ID, SW & HW tools
- **Strategy:** Develop joint SW & HW tools to increase user proposition on top of **Emergency key:** localisation (A-GPS), remote device mgmt. **Specialized** devices (Safety Plus, Solid)

## BASIC



- **Voice & Text**
- **Strategy:** continue to drive “best in class” **Basic Communication** under Emporia brand

# emporiaCONNECT



## Clam-shell form factor

- Convenient for all non-digitals
- No calls by mistake
- Easy to open

## 2 Displays

- Every information is available even closed
  - Who is calling?
  - Time
  - Battery status
  - Silent mode

## Desktop charger

the home for your emporia and  
for easy charging of the Battery

## High usability thanks to “One button per function”

hot keys for: favorites, menu, pictures  
on/off, torch and emergency function



# The perfect piece of hardware .....

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## 3G Clam with 2 MP Camera

- Talk and Text
- Pictures
- Emergency with Localisation
- Orientation
- Weather
- Braingym
- Smart UI



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# emporiaCONNECT

Retail €  
149,00

Q2

Project

## Proposition - "First data"

As smart as needed as simple as possible.

1st services for data:

- ☞ Local weather incl. forecast
- ☞ Orientation

Application (IOS/Androide) for younger family members to remote the emporiaCONNECT user and to stay in touch

## Target audience

### Pragmatic 65+

Just calls and high quality pictures. If possible and easy some nice gadgets like weather and orientation

### Passive 65+

Sharing/shared emotions and nice moments with the family although you can not be part all the time security

## Positioning and market environment

- Motorola gleam
- Fujitsu senior smartphone
- Nokia Lumia
- Competing: Entry level clam shell without date



ID	Abmessungen	108x53x20 mm
	Gewicht	110g
	CMF	
	Notruf	yes
HW	Tasten	Favorite, menu, picture Emergency button On/off torch
	Network	3G
	Display	2,4" TFT, 320x240 Pixel
	Kamera	2 MP
	sonstiges	2 displays
	Akku	Li-Ion 3,7 V/1150 mAh
SW	Connector	Via cloud emporiaME
	Voice	yes
	Messaging	Text and via cloud
	Tools	Weather, orientation, emergency with localisation, emporiaME, braingym
	FM	yes
	Speicher	Ad 2 GB Micro SD
+	Accessories	
	Cradle	yes

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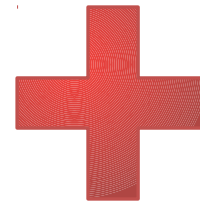
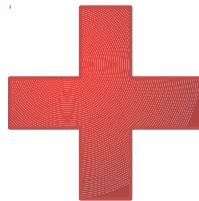
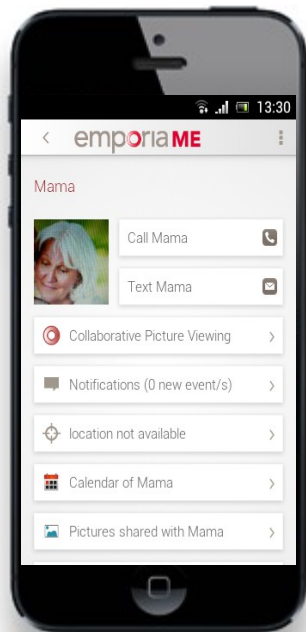
# topped with a service: **emporiaME**



1. emporiaME smartphone app for Android & iPhone and WEB client.
2. emporiaME service infrastructure (emporia cloud) ensures secure&reliable interaction between the smartphone app and emporiaME enabled emporia phones.
3. Innovative and target group relevant emporiaME services like collaborative picture viewing, synchronized calendar and various 'Remote support' functions will be launched through this cross generation concept for new emporia handsets.\_



emporia**ME**





ture sharing.

Condividi i tuoi momenti più belli con emporiaME.

Ricevi le foto di figli e nipoti.

Telefona e guarda insieme le immagini.



video



Smartphone User



Mostra immagini.

emporia user

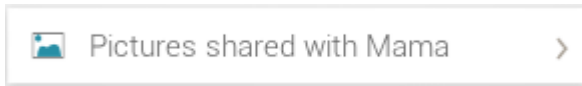
emporia



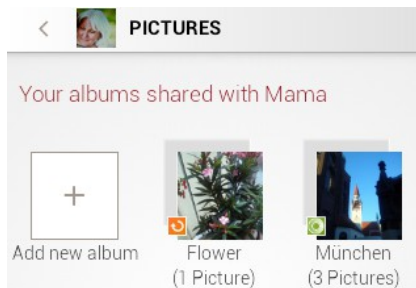
# ture sharing

1. Start eME

2. Select

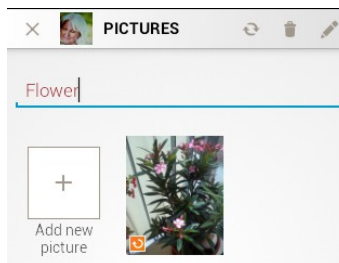


3. Add new album / see all shared albums

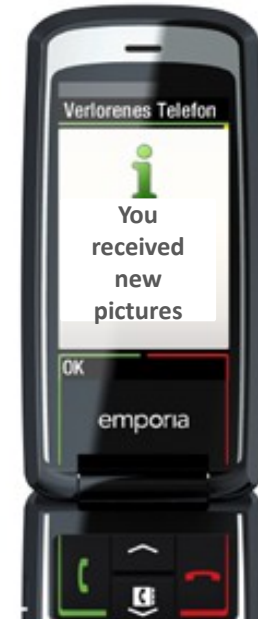


Orange symbol = to be shared  
Green circle = pictures synchronised

4. Name Album and add pictures from phone storage



5. Share with



6. Accept new pictures with ok

7. View album

Smartphone User

emporia user

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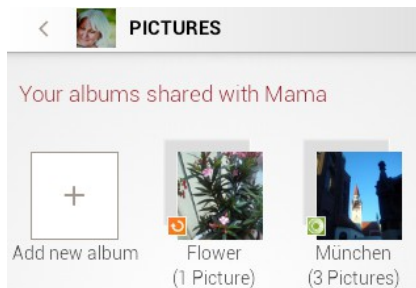
# laborative picture sharing

1. Start eME

2. Select



3. Add new album /see all shared albums



Orange symbol = to be shared  
Green circle = pictures synchronised

4. Select Album

5. Confirm Call

6. Start Slideshow



13. wait for confirmation that pictures are online with connect user (pictures turn from gray to colour)

18. Swipe through the pictures

Smartphone User



8. Accept the call

9. Go in Handsfree mode

10. Accept collaborative picture viewing with [ok]

15. Enjoy the show

**Attention:** Shared Pictures are in the album even after the collaborative picture sharing session is done. Simply press

emporia user

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## mote maintain phone book

Gestisci in remoto la rubrica con  
emporiaME.

Inserisci voci nella rubrica telefonica  
e aggiornale.



Smartphone User



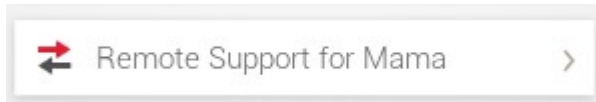
emporia user

emporia

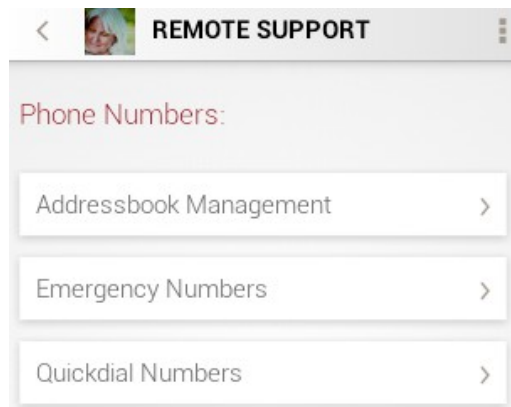
# How to maintain phone book

1. Start eME

2. Select



3. Select Addressbook Management



4. Add new contact with +



5. Enter contact name and number

6. Confirm with „share“



7. Accept the new contact

8. Save with ok

Smartphone User

emporia user

emporia



## note calendar management

Organizza tutto con emporiaME.

Salva compleanni, incontri, visite mediche e inviali tramite emporiaME.



video



Smartphone User



emporia user

emporia



# note calendar management

1. Start eME

2. Select



3. Add new calendar entry with

4. Select type



New Reminder

Please select which reminder or event you want to create:



Calendar Entry



Medicine Reminder



Alarm



Birthday Reminder

9. Enter details

New medicine reminder

Title:

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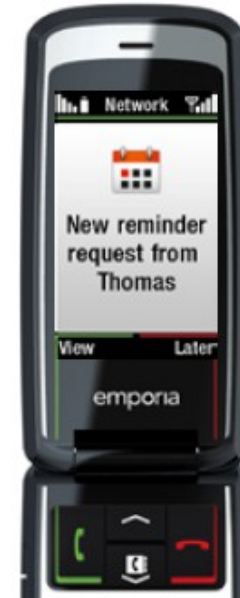
Message:

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Date: 15.05.2013 16:00

Recurring Event:  
Single Event

Alarm for me:  
No Reminder



6. Accept the reminder

Smartphone User

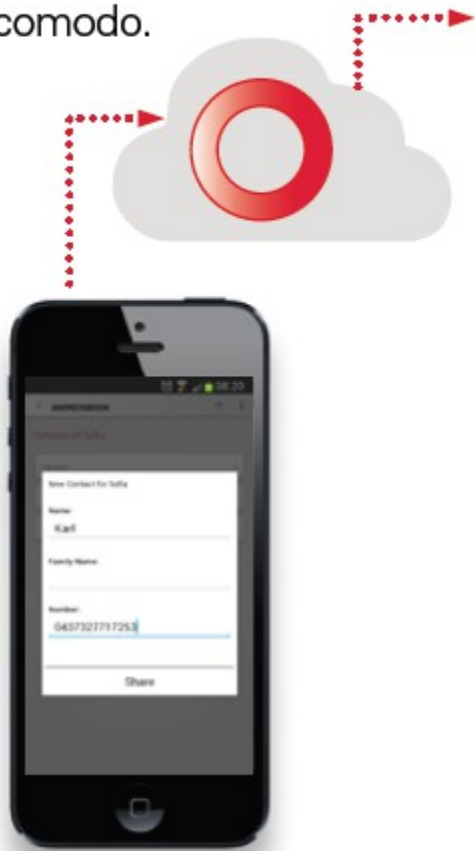
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## Security settings

Salva i numeri di emergenza  
e di chiamata rapida  
in modo semplice  
e comodo.



Smartphone User



emporia user

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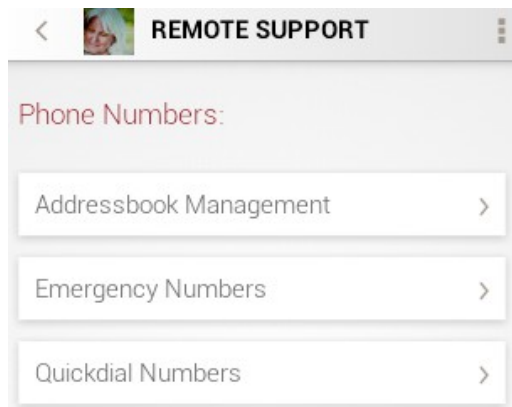
# Security settings

1. Start eME

2. Select



3. Select Emergency Numbers



4. Select one number

5. Enter number / Select from phonebook



6. Accept the new emergency number with ok

Smartphone User

emporia user

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# emporia**ME** Key Benefits

## To the operator

- 1st senior phone with data package
- Low digital get digital
- „smart-feeling“ thanks to UI and cloud service
- In between proposition = smartphone in between

## To the users

- Benefit across generations: for seniors, their families and friends
- Connecting point between the generations – the ‚Social Network‘ for seniors
- Enhanced and smart communication services between traditional smartphones users and emporia customers
- Security & entertainment

# emporiaME Video Clip



# 1st to market: Telecom Italia

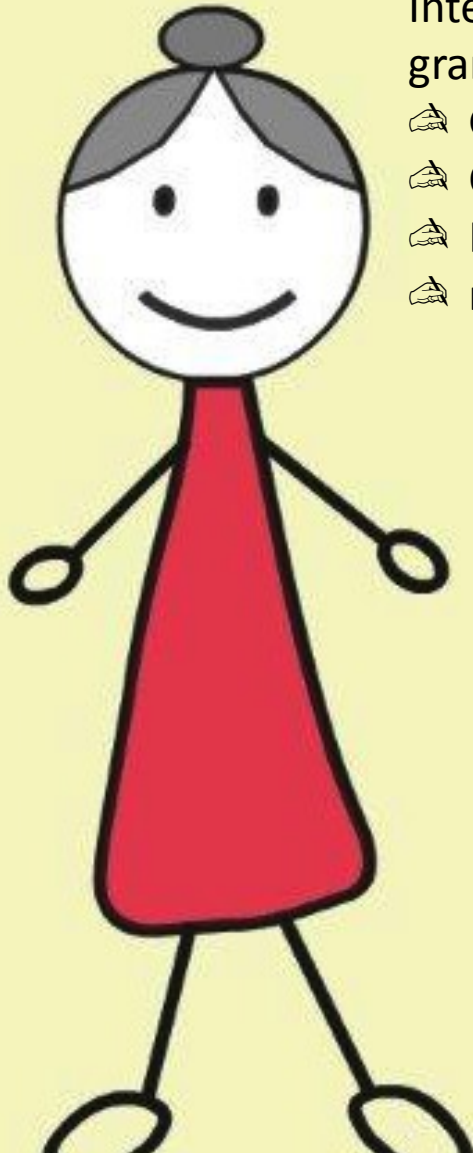
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- 129 EUR: CONNECT + ME + Text/Talk/Data for 6 months
- In all branded and franchise shops incl. Partner
- Communication:
  - Big part of the TIM autumn communication: print/online/TV
  - Direct mailing to fixed line customer base



## Comic tutorials for the leading eME topics

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International COMIC's with a happy grand-mum:

- 🍰 Get it as a gift
- 🍰 Contact management
- 🍰 Picture sharing
- 🍰 reminders



# Out of the box experience

- The most intuitive box in the size of iPhone box
- A great user manual
- stickers on the phone: factory default
- Invitation post cards for the eME network



Der kleine Ratgeber.  
emporiaCONNECT.

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Small guide to success with 80 pages  
instructions = usability is proven by  
Cambridge



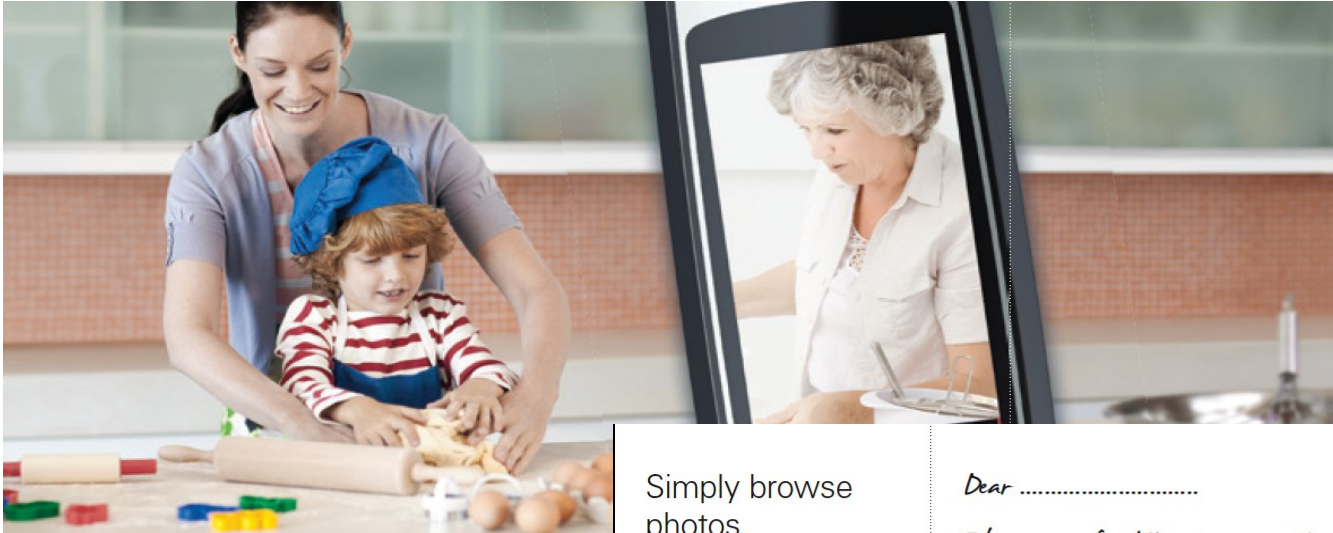
Ergonomic box with  
colourfull expressions



Sticker on the phone  
with the Menu UI to  
visualize and ensure  
a positive out of the  
box experience

emporia

# Invitation Post Cards



What separates us: 4 hours by train  
What connects us: **emporiaME.**

Simply browse  
photos.

Picture viewing brings the most beautiful family photos with personal comments directly on the mobile phone. As easy as paging together through an album.



Dear .....

*There are a few kilometres separating us,  
yet we can be close to one another. If you install  
the new **emporia ME App with Picture Viewing**  
on a smartphone, we can share the most beautiful  
and precious moments with one another.*

*All the best, Yours .....*



**emporia**

We simplify communication®

Scan code or APP Download directly from:  
[www.emporia.eu/en/products/services/emporiame](http://www.emporia.eu/en/products/services/emporiame)

**emporia**

# Brochure for POS and in the Box or for Promotions

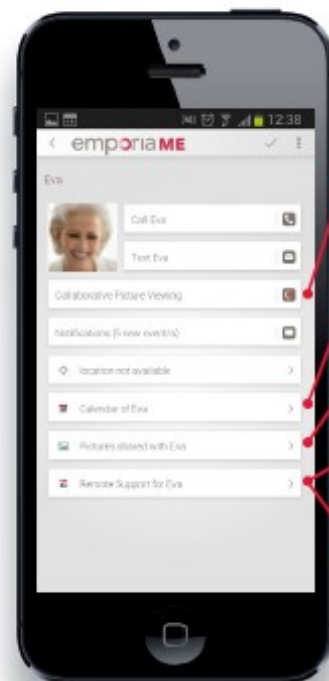
emporiaME ti ricorda in modo affidabile quando devi assumere i tuoi farmaci.



**eME** – semplice ed efficiente.

L'elegante app per condividere i momenti più belli, i contatti e gli appuntamenti.

Con emporiaME puoi:



Visualizzare insieme le immagini mentre sei al telefono.

Salvare e inviare con emporiaME i compleanni, gli appuntamenti dal medico e gli incontri con gli amici.

Inviare immagini.

Salvare indirizzi e numeri di selezione rapida o di emergenza in modo rapido e semplice.

Fare squillare il telefono per trovarlo rapidamente quando l'hai smarrito.

# The communication - Print



What separates us: 51 years.  
What connects us: **emporiaME.**

The new way to stay in the picture: emporiaME. The simple app that lets you share everything with everyone who's important to you: moments, contacts, appointments, and more. Further information at [www.emporia.eu](http://www.emporia.eu)

Simplify your communication.\*



What separates us: a four-hour train ride.  
What connects us: **emporiaME.**

The new way to stay in the picture: emporiaME. The simple app that lets you share everything with everyone who's important to you: moments, contacts, appointments, and more. Further information at [www.emporia.eu](http://www.emporia.eu)

Simplify your communication.\*



What separates us: 739 km.  
What connects us: **emporiaME.**

The new way to stay in the picture: emporiaME. The simple app that lets you share everything with everyone who's important to you: moments, contacts, appointments, and more. Further information at [www.emporia.eu](http://www.emporia.eu)



Simplify your communication.\*

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emporia

# The communication - Print



"What **emporiaME** means to me:  
My kids eat my pie at home. And I have a great time."

Everyone and everything – all the time.  
**emporiaME:**

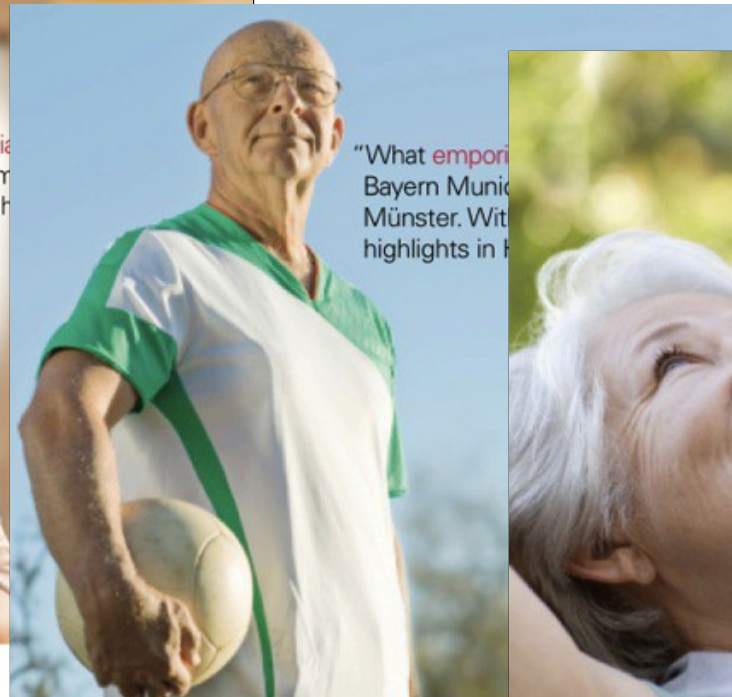
The simple app that lets you share appointments,  
moments and contacts.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod  
tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

More information at [www.emporia.eu](http://www.emporia.eu)



Simplify your communication.\*



"What **emporiaME** means to me:  
Bayern Munich. With my highlights in Munich. With my highlights in Munich."

Everyone and everything – all the time.  
**emporiaME:**

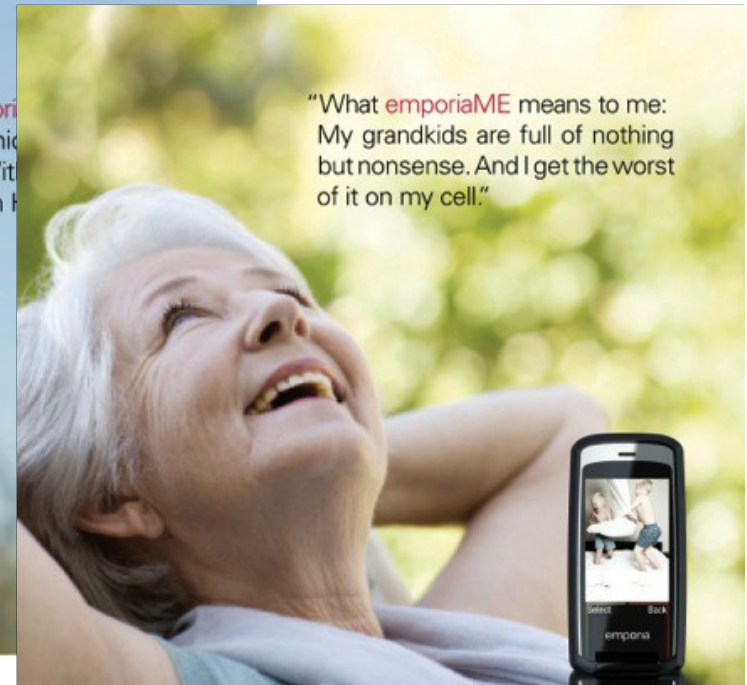
The simple app that lets you share appointments,  
moments and contacts.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod  
tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

More information at [www.emporia.eu](http://www.emporia.eu)



Simplify your communication.\*



"What **emporiaME** means to me:  
My grandkids are full of nothing  
but nonsense. And I get the worst  
of it on my cell."

Everyone and everything – all the time.  
**emporiaME:**

The simple app that lets you share appointments,  
moments and contacts.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod  
tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

More information at [www.emporia.eu](http://www.emporia.eu)



Simplify your communication.\*



**emporia**

# Mobile Advertising

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Targetgroup: male and female up to 40 – online sales

Goal:

- Promote the APP to get a high ranking
- Visibility online and on devices

Tools:

- Online and mobile marketing
- Direct links to the operator online shop



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Other people can write  
our phone book for us.



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**Simplify your communication.®**

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