

<http://www.pocket-lint.com/news/14701/easy-mobile-calling-emc-phone>

EMC - the foolproof phone

Technology for technophobes

by Katie Scott published on 16 May 2008

It's all fair and well that with every new phone on the market comes exciting, super-duper technology, but what if you are baffled by it, and just want to be able to call your family and friends and not much else?

Introducing the "EMC" or Easy Mobile Calling phone by designer Matthias Pinkert.

It is claimed to be perfect for the Granny, who has a tendency of leaving the phone in the fridge behind the picalilly, and can't actually see the buttons to pick up a call.

This phone has just four keys.

These are for direct calling, one-touch calling, GPS tracking (so you can find it when your loved one has misplaced it ... again) and a built-in speaker phone.

And there's even a lanyard so she can keep it close.