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O2 launches phone for Czech pensioners

Easy to use Emporia Life model

by Katie Scott published on 29 October 2008

From 1 November, O2 will be offering a new phone designed specifically for the elderly and handicapped.

The Emporia Life model, which will not be available in the UK, is designed specifically to be easy to use with basic functions for calling and sending SMS messages.

The phone also has a large orange display that allow for characters that are more distinguishable than displays of any other colour.

On the back of the phone, there is a special red button for quick-dialling in case of emergencies.

It is initially going to be made available in the Czech Republic on the O2 NEON S tariff, which offers unlimited on-net calling every weekend, for a monthly fee of CZK 190 with VAT, or with the prepaid O2 Fajn service with CZK 1000 of credit for half price.

For each phone purchased, the company will donate CZK 100 to the Seniors' Line.

In the UK, Vodafone has a similar offering in the Vodafone Simply handset, while O2 says the Nokia 6300, Samsung E250 and Nokia 2630 handsets are also all suitable for older phone users.

