

A close-up photograph of an elderly man and woman smiling warmly at the camera. The man is on the left, wearing a light-colored sweater, and the woman is on the right, wearing a light purple top. The background is softly blurred.

easiph♥**ne**

stay connected, stay safe

**LEADING UK
PROVIDER OF
BIG BUTTON PHONES.**

**"THE FUTURE IS
BRIGHT,
THE FUTURE IS
GREY"**

**EASY TO USE...
EASY TO SEE...
EASY TO HEAR...
IT'S EASIPHONE...**

TRADE PRESENTER

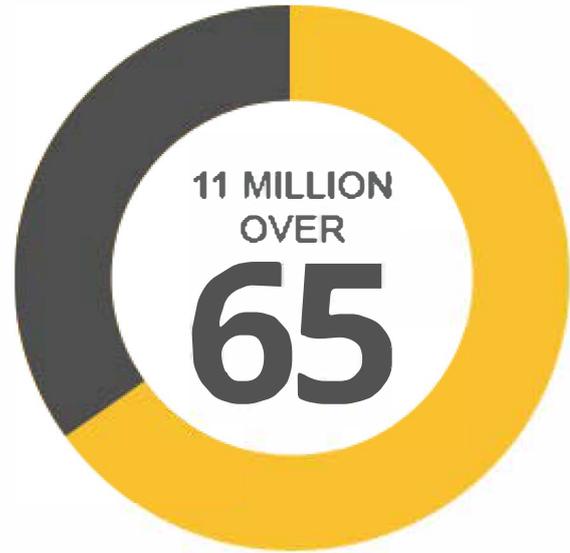
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The UK Market Size and Opportunities

What's the opportunity?

Firstly here are some interesting statistics from Age UK 2015:

UK Population 65 million. For the first time in history, there are 11 million people aged 65 or over in the UK



1. There are over 22.7 million people aged 50 years and over i.e. over a third of the total UK population.
2. There are now nearly 14.7 million people in the UK aged 60 and above and 3 million people are aged 80 or over.
3. In 2010, approximately 640,000 people in the UK turned 65; in 2012, it the figure was about 800,000. The number turning 65 is projected to decrease gradually over the next 5 years to around 650,000 by 2017.
4. There are now more people in the UK aged 60 and above than there are under 18.
5. In the UK 42% of people over 75 will develop cataracts, and almost 50% will have some symptoms of age-related macular degeneration 162 x 13% of people aged 65+ have difficulties with their eyesight.
6. RNID also say about one in 10 adults in the UK would benefit from wearing hearing aids – that's four million people – yet only one in 30 does (about 1.3 million). This would mean that RNID estimates that about 2.6 million people (all ages) need but don't have hearing aids.
7. Reasons why people don't use them include the way the devices look, their quality, or poor after care.
8. Hearing loss causes difficulties with communication. This, in turn can lead to frustration, low self-esteem, withdrawal and social isolation.
9. Nearly two out of three Britons with hearing loss feel socially isolated because of their condition. NB All easiphones products have very loud settings and some of our mobiles have hearing Aid compatibility settings.
10. According to the Alzheimer's Society there are nearly 1 million people in the UK with dementia, the number of people with dementia is increasing because people are living longer.
11. One in three people over 65 will develop dementia, and two-thirds of people with dementia are women.

There is research evidence linking social isolation to depression, poor physical health and premature death.

Using Easiphone's Big Button Phones and technology can help reduce isolation and offer users, carers and families 24/7 Peace of mind at an affordable price.

Benefits of partnering with Easiphone

What's the opportunity?

Easiphone are the UK leading suppliers of Big Button phones and easy to use technology for the over 60's and people with special needs, which as per stats above represents a substantial and growing % of the UK population.

We have 1,000's of past and happy customers and an ever expanding range of Easy to use phones and useful technology that is designed to keep families connected and safe.

1. Through our buying power and track record we are able to supply a wide range of well priced handsets, life enhancing devices and innovative services
2. Our dedicated help and order line (which can be personalised with your company name and greeting) is available 24/7 and links to UK specialised support centres during office hours.
3. All our products are guaranteed for 12 months and will be replaced FOC should there be a product defect.
4. We are constantly introducing new products so your offering is always current and at the best prices.
5. We have an pro-active PR and marketing department and are happy to look at joint marketing activities, our marketing department will make available all images, video's and marketing collateral for your own marketing and web sites.
6. Our team are always happy to offer help and guidance to your end users re their Easiphones', either pre or post purchase.
7. Happy to discuss including our 24/7 Airtime-Caretime package as shared revenue opportunity see below

At Easiphones we believe in a holistic approach, as well as supplying a phone we can offer the end user our exclusive (Pay as you Go) Airtime-Caretime package.

This service is linked to our 24/7 British Standard care centre so in case of an emergency, activated via the discrete SOS button on each of our phones, the appropriate response and help will be actioned by our trained staff.

This service goes the extra mile and shows you are a thoughtful company as there no point selling an emergency phone if it has no calling credit or there is no help in case of an emergency.

Easiphone future projects

We are developing a range of Telicare "in home" monitoring devices, designed to keep people safe and monitored within their own home and when they are out and about.

Thus saving families £10,000's in care and nursing home fees, by enabling the user to remain longer in the safety and comfort of their homes, Again a great thoughtful service from Easiphone where every one wins.

Using Easiphone's Big Button Phones and technology can help reduce isolation and offer users, carers and families 24/7 Peace of mind at an affordable price.

All our Easiphone home phones are BT compatible and come with UK power supplies and BT cables

EASIPHONE SPEAKEASY 7



SPEAKEASY 7

Home phone with picture speed dials

Easiphone introduces the "Speakeasy 7". The Speakeasy 7 is a conventional corded telephone which is an ideal solution for the elderly or those with hearing or eyesight difficulties. This telephone has a very user friendly interface with Big Buttons and large Amber backlit display. All incoming calls will be identified on the screen, so you can monitor the caller before answering. The Speakeasy 7 is hearing aid compatible, comes with hands-free speakerphone and visual ringer indicator. Comes complete with 120 name and number phonebook and a call log of up to the last 30 calls

SPECIFICATIONS

- » Easy-to-read large backlight display
- » 10 number memory and 3 direct memory
- » Hands-free speakerphone
- » Hearing Aid Compatible
- » Adjustable ringer volume
- » Caller display
- » Call logs

EASIPHONE 3865



BIG BUTTON 3865

Home phone with 2 paired cordless handsets

The large-buttoned Speakeasy 3865 from Easiphone has a built-in answering machine and phone book, and a corded phone at the base station allowing emergency calls if your cordless phone dies. Telephone information: 50 name and number memories. 10 ringtones. Last number redial. Caller ID. Call log. Call divert. Handsfree facility. Speaker and ringer volume control. Large buttons. Hearing aid compatible. Up to 10 hours talktime/100 hours standby. Up to 50m indoor range/300m outdoor range. Out of range indicator. Low battery indicator. Answer machine: 15 mins recording time.

SPECIFICATIONS

- » 50 name and number memories
- » 10 ringtones
- » Last number redial
- » Caller ID
- » Call log

EASIPHONE DECT SET

EASIPHONE PAIRED DECT SET



Easiphone Big Button Paired Cordless Handset

The Easiphone paired portable Dect set, is a smart and stylish pair of DECT cordless phones with great features including 20 name and number phonebook and caller display. This stylish and sturdy Easiphone phone includes last 5 number redial, 5 ringtones and a 1 line alphanumeric & 2 line icon display. With 7 hours talk time and 100 hours standby, you get plenty of battery power and the easy to read display stores caller info for your last 10 calls.

SPECIFICATIONS

- » Up to 7 hours talk time and up to 100 hours standby
- » 1 Line Alphanumeric & 2 line icon display
- » ECO Mode
- » Caller display stores information on last 10 calls
- » 20 name and number phonebook

EASIPHONE SOS EMERGENCY RESPONSE

Easiphone SOS HOME PHONE



Easiphone Emergency Response Telephone

The new Easiphone SOS Home Phone is what you've been waiting for. The Easiphone Emergency Response Telephone with remote control is not only a big button amplified phone, ideal for people with hearing or visual impairments, but also a product that has some unique emergency features. The phone unit has amplification up to 30dB, making it easier to hear. The adjustable tone control means you can adjust the pitch of the receiving sound to customize it to your hearing loss. It is also hearing aid compatible for interference free hearing for hearing aid users. The phone comes with a remote control pendant. In a state of emergency, you would press a button on the activator, the system would then call your 6 emergency numbers (including SOS pre-programmed number ie the Easiphone Care Centre) until a human response is obtained. The Easiphone will then play a message to the recipient and phone will shift onto hands free speakerphone, so you can still communicate. There is also a special feature, so if you are concerned because your relative, who has this phone connected, isn't picking up the phone, you can call their number, enter a pin number and this will connect the call and put the phone on loud speaker, so you can call out to them. Another very important feature is that the wrist pendant has a detector, so that if your relative suddenly falls down they can press the emergency button on the right remote pendant and the unit will automatically start the emergency function process by calling the emergency numbers. This feature is critical for elderly people who live alone. The additional features include a strobe light, flash memory; so in a power cut you wouldn't lose your emergency numbers, auto redial function, Caller ID etc. This product requires a power supply for all the amplification features to work properly.

SPECIFICATIONS

- » Adjustable receiving volume control up to 30dB
- » Adjustable receiving tone control with 4 levels
- » Outgoing speech amplification (-4, 0, +4dB)
- » 5 one direct memories
- » 10 priorities memories
- » Remote control access

EASIPHONE PHOTODECT



EASIPHONE PHOTODECT

Cordless Telephone with One Touch Photo ID

Did you ever wish for a cordless telephone with extra big buttons and photo ID memories? Then PHOTODECT Big Button Cordless Telephone with One Touch Photo ID Memories may be the answer for you! The base of this cordless telephone has 10 large direct dials that can be customised with writing or pictures. Calling out cannot be easier: all that is needed is to pick up the handset and press one of the pictures to be connected, making this an ideal phone for all those with limited dexterity, visual or cognitive impairments. With amplification of up to 22dB, the PHOTODECT is also very easy to hear and is therefore ideal for all those with mild to medium hearing loss. Features include big, backlit buttons and a large, bright, backlit display on the handset caller ID on both handset and base a loud hands free speaker phone a very loud adjustable ringer a variety of ringing melodies and ringtones and a phone book with up to 50 names and numbers

SPECIFICATIONS

- » Adjustable volume control (up to 22dB)
- » Loud ringer (5 levels) with a choice of 10 ringtones
- » Phonebook with up to 50 numbers
- » Hands free speakerphone
- » 10 large direct picture memories

EASIPHONE ACURA 3000



EASIPHONE ACURA 3000

Easiphone home phone and call blocker

The Easiphone Acura 3000 corded telephone boasts a big button base dial design that makes this home phone simple to use. The extra large LCD Screen ensures a clear user experience, showcasing Caller ID* so you always know who is calling. The Backlit LCD screen and keypad display.

Offering a built-in answer machine with a huge 40 minute recording time, you can be reassured that you will never miss a message again.

SPECIFICATIONS

- » Nuisance Call Blocker
- » 20 Black List & 20 White List Numbers
- » Digital Answer Machine
- » 120 Name & Number Memory + 3 Speed Dial Buttons
- » Backlit LCD Display with visual ringer
- » Hearing aid compatible
- » Loudspeaker

Easiphones Mobiles and Accessories

All our Easiphone mobiles are sold contract free and will work on any UK mobile network (excluding the 3 network).

EASIPHONE M250



Easiphone M250

Big Button Sim Free Mobile Phone

Easy to Use Big Button Mobile Phone The M250 Big Button mobile phone from Easiphone is a superbly simple to use yet competitively priced phone. Aimed at the seniors market, the 1.8 inch colour LCD screen makes the viewing of numbers and letters a doddle with the M250 mobile phone. A simple menu makes the M250 so easy to use and means staying in touch with family and friends has never been easier.

Other key features include an SOS contact function for quick connection with three chosen numbers in the event of an emergency which gives the user peace of mind.

The M250 also has other features for the Senior market including talking numbers so the numbers inputted can be heard as well as viewed on screen making the M250 ideal for partially sighted users. The M250 has a backlit keypad for ease of viewing, a handsfree speaker phone making it easy to take a call and maintain a call whilst the user maybe busy doing something else.

In addition the M250 has an alarm function, FM radio usable via headphones, LED torch and a low battery warning facility.

All in all the M250 is an easy to use phone for the senior market.

SPECIFICATIONS

- » 1.77 inch Colour LCD Display SOS emergency key
- » Talking numbers-Backlit keypad
- » Hands-free speakerphone
- » Dual band: 900/1800 MHz
- » 1 Alarm Function-FM radio
- » LED torch-Choice of Ringtones
- » Low battery warning-Li-ion battery (800 mAh Li-Ion)



Easiphone MM462

Big Button Mobile Phone with Camera

The Easiphone MM462 big button mobile with camera, amongst many other benefits, features an extra large colour display with a backlit keypad, an easy to use menu with large fonts, a loud ringer and an SOS button. The phone which is easy to hold is Bluetooth enabled and has a SMS function, there is also a talking number announcement. The model also comes with a torch, FM radio, speakerphone and free Pay-as-you-go SIM card.

For total peace of mind this phone can be linked to our 24/7 Emergency Dialling Service.

SPECIFICATIONS

- » GSM 900/1800 Dual Band Mobile Phone
- » Colour Display 1.8" (128 x 160)
- » Extra-large backlit keypad
- » SOS Emergency Button
- » I.C.E. key
- » Phonebook up to 300 memories
- » Stand-by time: 120 h, Talk time: 3 h
- » Torch, Audio player, Calculator, Alarm, FM radio
- » Bluetooth

EASIPHONE SUPER TOUGH



Easiphone Super Tough

Super Tough SOS Waterproof Mobile

Our latest big button mobile is as tough as old boots yet is still easy to use – it is both shockproof and resistant to dust, water and mud.

This hard-wearing mobile comes with a talking keypad, loud ringer, camera, FM radio, torch and free unlocked pay-as-you-go SIM card.

It also has an SOS emergency button that can be linked to our 24/7 Emergency Dialling Service.

SPECIFICATIONS

- » Big buttons allow to use the phone with gloves
- » 2" display with 176 × 220 resolution
- » IP67 protection rating
- » Dual SIM
- » Flashlight, SOS button, FM Radio
- » Bluetooth, VGA Camera
- » Speakerphone
- » Phonebook: 1000 memories
- » MMS and GPRS
- » Battery: 1200 mAh
- » Stand-by time: up to 360 hours
- » Talk time: up to 8 hours

EASIPHONE 715



Easiphone 715

Camera & Waterproof SOS Bracelet

This model comes with a fully waterproof SOS bracelet which activates the emergency call feature of the phone – dialling through a list of preselected numbers to summon assistance. The bracelet is made of comfortable matte rubber but can also be worn as an SOS pendant to protect delicate skin.

The camera allows you to take pictures which can be attached to contacts so you can see at a glance who is calling.

SPECIFICATIONS

- » Waterproof emergency wristband
- » Camera and sound recording functions
- » Can read out name or number of incoming caller
- » SOS button gives medical details to paramedics
- » Large backlit buttons
- » Loud ringtones
- » Torch
- » Bluetooth
- » Clear 1.8" LCD screen
- » 2.5 hours talk time
- » 300 hours standby time
- » MicroSD slot

easiphone
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Contract Free Monthly Airtime - Caretime Package



Call now to order your Easiphone Airtime-Caretime plan with an Easiphone sim card. You can even keep your own number or we will allocate a new number for your Easiphone.

Call us on **0800-849-6247**
Freephone lines open 24/7 • www.easiphone.com

*Terms & Conditions apply

Easiphone now offer an exclusive, contract free, monthly Airtime - Caretime package so you never run out of phone credit and with our 24/7 SOS emergency dialling service, means that there is always someone trained at the end of the line in the event of an emergency.

Only £14.99 a month contract-free, which includes:

- 400 anytime calling minutes per month - for any calls to both landlines and mobiles
- 100 anytime texts per month
- Unlimited calls to our 24/7 Emergency Care and Help centre, so peace of mind is guaranteed for you and your loved ones
- Keep your existing number or we can allocate a new Easiphone mobile number, free of charge
- No long term contracts
- Auto-top ups so you never run out of credit for calls

Our Easy to use accessories have been carefully selected to make life a bit easier and safer whilst remaining affordable

EASIPHONE CL7400 & SONIC TRAVELLER



SPECIFICATIONS

- » Clear digital sound with treble, tone and bass adjustments
- » Amplified Wireless Headset for Hard of Hearing
- » Suitable for up to Severe Hearing Loss
- » Comfortable, lightweight, over-the-head foldable stylish headset
- » Tactile identification on the headset to the volume key
- » Unlimited number of headsets can be paired to one base
- » Suitable for institutional use

Easiphone Headset CL7400

Stylish Top Quality Foldable Headset

The Easiphone headset CL7400 are stylish top quality headsets, foldable for easy transportation. The charging POD can be plugged into the TV, Laptop, Audio, MP3 and iPods. The headset has a great feature the high quality CD sound can be turned up to a 125dBspl without affecting the devices volume for others.

This device is great for the hard of hearing without the need to turn up the volume on the TV. If one person likes to read in bed and the other likes to watch TV, wear the comfortable adjustable headsets.

The headset also has a tone control so for those difficult tones which you often mishear for certain presenters. It has a built in charging battery which self charges when placed back on the charging docking POD. Easiphones CL7400 has an indoor range of up to 50 meters from the transmitter and works digitally through walls. Boasting a continuous usage time of 8 hours.

This easy to use stylish device will allow you to hear the beauty of the sound.

The headsets provide amazing quality which can improve the output sound quality of the TV/Hi fi. This product requires a power supply for all the amplification features to work properly.



SPECIFICATIONS

- » 75db alarm with adjustable tone and volume control
- » USB charging for smart phones and other electronics
- » Powerful bed shaker/vibrator
- » User selectable snooze time 1-30 minutes your choice
- » User selectable alarm duration from 1-59 minutes
- » Five-level dimmer control
- » 12 or 24 hour time formats
- » Alarm & Bed Shaker Test Mode
- » Easy to set function keys
- » Battery backup
- » Back up the time and alarm settings up to one week
- » Mains adapter included

Easiphone Sonic Traveller Alarm Clock

Loud Alarm Clock for the Hard of Hearing

The Easiphone Sonic Traveller is the newest in Easiphone's extensive range of specialised loud phones and alarm clocks.

Ideal for the hard of hearing, heavy sleepers or just to get the kids out of bed in the morning! The Sonic traveller is not only sleek in its design but also compact for travel and loud and clear to make you up in the mornings, whether you are travelling or at home. An ideal companion for those on the go, take the Sonic Traveller with you on your business travels or on holiday and charge your phone at the same time using the USB charging port at the back.

The 75dB will wake even the lightest sleepers, or if you prefer not to wake your sleeping partner, the under pillow vibration pad will wake you without waking others. The bright red display is easy to see and adjustable so you can choose the setting you want.



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*24/7Telecare.is a registered trademark of Easiphone Ltd.

*24/7 TELECARE SERVICE

At easiphone we provide a telecare service which can be linked to any of our phones or other manufacturers phones which feature an SOS button. Our 24/7 care centre which takes the calls is UK based, holds the relevant accreditations and is signed up to the Telecare Service Associations Code of Practice. Staff members go through a six month training period at the start of their employment and participate in regular refresher courses.

Once connected to the centre then the operator will get in touch with the users preselected emergency contacts or in a more severe situation the emergency services.

Bespoke packages including the telecare service with any of our phones are available and will earn an ongoing commission. connected.

ABOUT EASIPHONE

We have 20 years experience in the telecommunications industry but that isn't what motivates and influences us with Easiphone - Our parents, grandparents, and friends who are caring for elderly and disabled people do.

We specialise in providing easy to use mobiles and telephones suitable for the elderly, deaf, partially sighted and disabled. We listen and learn from leading charities, local councils, GPs, carer organisations and our customers - the people who use and buy our phones.

We're not a big company, we're small and concerned. We are passionate about how we can enable our customers to be better connected.

CUSTOMER SERVICES

Easiphone UK customer services are open 24/7 via a Freephone number (0800 849 6 247) or email (info@easiphone.co.uk).

We value customer service very highly and are always willing to put in the extra time to make sure that the customer is completely satisfied.

RETURNS POLICY

If for any reason, within 14 days from date of purchase, you are not completely satisfied with your phone, we will refund the full cost of the phone, as long as we receive it back in original box and in perfect condition with charger and instructions.

TERMS & CONDITIONS

Please see distributor price list and terms and conditions for additional information.