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Former Nokia executives seek to offer simplification for the over-50s with Zone V

• Technology combining software and hardware makes smartphones easier to read and use

By Alex Yau

Two former Nokia executives claim their newest startup offers a product which can differentiate in the UK smartphone market for the over-50s.

Zone V was launched at the end of last month after four years of development by former Nokia employees Frank Nuovo and Dr Peter Ashall.

Nuovo most notably spent 11 years as Nokia chief of design between July 1995 and April 2006, while Ashall was the Finnish company's vice president of concept creation and design between January 1993 and December 1997.

Simplifying use

The new product is designed for Samsung devices (A3, A5, S7 and



Zone V: offering the latest handsets without any of the complications

Note 5) as a case and software, which can be purchased together or separately. The £79.99 case can increase durability, offer better grip, make audio clearer and act as a magnifying lens when attached to the phone.

Customers who opt for the £39.99 software are able to increase text size, add vibration feedback or change theme colours for more clarity.

According to government figures, more than 20 million over-65s will make up the

“The current market is filled with those who want to use high-end smartphones from the likes of Samsung”

UK's population of 60.9 million by 2025. In its own research of 4,000 over 50s last year, Zone V claims nearly half of UK adults aged over 50 say smartphones are too difficult or complicated to use.

Ashall told *Mobile News* the ability to use the products with Samsung devices offers something unique which is not currently available in the market for over-50s.

Differentiation

“Over-50s now are different to the over-50s five or 10 years ago. Tastes change and the current market is filled with those who want to use high-end smartphones from the likes of Samsung.

“We offer something different here. Our devices aren't just basic feature or smartphones which look like they've been designed for the older generation. Our target audience can get the latest and most advanced handsets without any of the complications.

“Secondly, they're also able to get KNOX, which is one of the most secure security platforms out there. You don't get that with any other product aimed at the over-50s.”

The products are currently available both directly from Zone V and Amazon. Ashall confirmed the company is looking at additional distribution and retail partnerships.