

“Melbourne-based tech startup has developed an innovative mobile phone for young children”

Melbourne, Australia

FOR IMMEDIATE RELEASE

July 2014 - Melbourne-based tech startup KISA has developed a simple, easy to use mobile phone that will ensure parents can keep in touch with their children in the quickest and safest way.

The KISA phone

Co-founders of KISA, Dmitry Levin, Dennis Volodomanov and Leon Kosher were inspired to create the world's easiest to use phone when seeing their elderly grandparents struggle to simply make a call on a modern mobile phone. At the same time realising that, as dads, their kids would need a simple, affordable and safe way to keep in touch, the KISA phone was born.

“Early in our design process we received significant feedback from parents that were very interested in our device for their young children,” Mr Levin said.

The KISA phone is able to make calls only to pre-set contacts personalised into the device, at the same time it can receive any incoming call. “In the eyes of many parents, young children don't need a phone that has apps, internet access, takes photos or sends texts,” Mr Volodomanov said.

The KISA phone has no screen, yet is customised before shipment with multiple colours and up to ten dedicated contact buttons that take up the face of the phone with large text and pictures.

The phone can have your children's critical medical information and emergency contact numbers customised in large print on the rear. Mr Kosher revealed that, during development, the importance of this feature was highlighted by parents of kids with allergies and epilepsy, who wanted a way to bring awareness of their child condition in case of emergency.

The phone also has a large SOS button that dials emergency services if pressed.

With these uncomplicated features, this innovative and simple to use phone will provide peace of mind to parents of young children not yet ready for the world of smartphones.

As a network service provider, the KISA team are pleased and excited to be launching the simplest mobile phone plans available in Australia - exclusive to the KISA phone. “Our plans are simply expressed in minutes and are designed to avoid the bill shock that can sometimes come from children using mobile phones.”

About Kisa Pty Ltd

Kisa Pty Ltd is a Melbourne-based technology startup established in mid-2013 by three entrepreneurs who were struggling to find a mobile phone solution for their family. Their vision is to create a simple, easy to use mobile phone service and truly make mobile technology accessible to everyone.

“KISA is simple, always.”