

“Melbourne-based tech startup launches their locally developed easy to use mobile phone.”

Melbourne, Australia

FOR IMMEDIATE RELEASE

July 2014 - Melbourne-based tech startup "KISA" has developed and launched a simple, easy to use mobile phone for those that struggle with modern technology. The phone possesses personalised large tactile buttons, clear text, emergency contacts, no screen and the ability to call friends and family with a single button press. With these uncomplicated features, the KISA phone aims to finally make mobile communication accessible to everyone.

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 family struggle to simply make a call on a modern mobile phone.

“Even the simplest mobile phones on the market assume something about the user; they assume that they already know how to or are capable of using digital menus, touch screen interfaces, audio commands, or even at the most basic level, they assume the user can read. We set out to make a mobile phone that assumes close to nothing,” Mr Levin said.

The design of the KISA phone started by creating models using 3D printers, following extensive consultation with community organisations such as Vision Australia and Guide Dogs Victoria. “To achieve our goal we had to design a phone that had no screen and only required a single button to call contacts.”

“We personalise every KISA phone before shipment with up to ten dedicated contact buttons that take up the face of the phone,” Mr Levin said.

Each KISA phone can have customers' critical medical information and emergency contact numbers customised in large font on the rear. The phone also has a large SOS button that immediately dials emergency services if pressed.

Mr Volodomanov believes that the KISA phone will also have great appeal to parents. “In the eyes of many parents, young children don't need a phone that has apps, internet access, takes photos or sends texts. The KISA phone can simply just make calls to pre-set contacts.”

Mr Kosher revealed that as a mobile virtual network operator (MVNO) they are pleased and excited to be launching the simplest mobile phone plans available in Australia - exclusive to the KISA phone. “Whilst other telcos continue to confuse mobile phone users with exclusions, flagfalls and caps, our plans are simply expressed in minutes and have no lock in contracts.”

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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.”

What people are saying about KISA Phone

“Vision Australia commends the KISA phone team for seeking input to improve accessibility for people who are blind or have low vision.” - Bruce Maguire - Vision Australia

“It is fantastic to see KISA develop a product in consultation with blind and vision impaired people, rather than dictate what we should have.” - Steve Hurd - Guide Dogs Victoria