



PROVENCE PROMOTION



Bazile Telecom tells us

> Making it easy for Grandma



Jean-François Peyre: The history of our company is very simple. There were originally three persons, Jean-Luc Grand-Clément, Yves Morel and myself, all of us have worked at PixTech and full of ideas. Finally we chose one, which was to create a mobile telephone so easy to use that anyone, even very elderly persons, can use it. Remember that a billion telephones are sold every year, and not one of them was designed for my grandma! The first patent was deposited in 2004, and the company was created in 2005.

> He is asking you to push the button!.

This is why there was only one criterion at the design stage; to make the mobile as easy to use as possible, understandable by the very elderly and by anyone who has never used a mobile. This is why there is a single button to do everything including call, answer, change mobile telephone parameters, add contacts, call emergency services, check the battery condition, find the closest chemist, reply automatically if necessary (to consider the example of a handicapped person)... An operator is always available at the push of the button (and at the other end of the line!) to do everything necessary. The operator helps to make contacts, find numbers and provides help in general. It is like a technological version of Fernand Raynaud's famous sketch, "22 in Asnières"!

> The One Touch Concept

In any case, our intention is to create a telephone with an induced intuitive capability; if you put the mobile on the table, it puts itself into loud speaker mode; if you forget to switch it off, it switches itself off; it will notify friends or family if the battery is discharged, if necessary by SMS, etc. Thus, although this mobile is above all a communication means, it also offers a range of services adapted to the elderly and offers them daily assistance, thus reassuring the user and also his friends and family. But this function in no way hinders the freedom of persons; quite the contrary!

For further information:

<http://www.baziletelecom.fr/> The Bazile Telecom site

<http://fr.youtube.com/watch?v=QHWqaSdVbnY&feature=related> Sketch by Fernand Raynaud "22 in Asnières"



> **It's up to you invent your own way of living with it...**

Therefore, the main advantage of this telephone is that it can be customised to suit the needs and lifestyle of everyone. We created a wide range of functions, all of which are very easy to use and can be activated at will, based on our observation work in the laboratory. Although 80 % of persons use almost the same basic configuration, our sales network (specialised shops and shops employing personnel trained in its use) is also capable of making special configurations requested at the time of the purchase.

> **... and to us to find partners!**

Our biggest challenge now is commercial and not technical. The concept has been demonstrated and tested by many very satisfied customers since 2006, and it needs to enter the second phase which is to search for investors for production and marketing. We need to develop distribution channels to capture 10 000 customers (and reach our return on investment threshold). This is possible; the market is estimated at 5 million persons in France. Foreign development will be a third step, most likely through franchises.



Costs

The purchase cost of the telephone is 179 Euros. In addition, subscription to the service (link with an operator) is invoiced monthly (19 Euros per month). And everyone is free to choose his own subscription with one of the conventional operators. Finally, an approval request by personal service operators is currently being examined to facilitate exonera-

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