



GreatCall introduces the Jitterbug Smart2 – our simplest smartphone ever

Customized and simplified user experience with access to 5Star Urgent Response brings independence and peace of mind to older adults and their families

SAN DIEGO – August 30, 2018 -- [GreatCall](#), the leader in connected health for active aging, today introduced the Jitterbug Smart2, our simplest smartphone ever, designed to keep consumers independent, connected and safe. Based on extensive user testing and customer feedback, the Smart2 offers an all new custom user interface designed exclusively for GreatCall customers. Smart2's exceptional ease-of-use and simplicity is supported by GreatCall's trusted health and safety services and access to 5Star Urgent Response.

“As the needs of our customers change – whether they're family caregivers or older adults – our products evolve and adapt as well,” said David Inns, CEO, GreatCall. “We wanted to be certain that we not only understood our customers' needs, but met and exceeded them by customizing every part of the experience possible – the user interface, the hardware, the software and the services provided. This integrated approach allowed us to focus on the features our customers want and use every day, creating a simplified experience tailored for their lives.”

The Smart2 is the newest addition to GreatCall's connected health portfolio, offering all of the benefits of a smartphone, plus health and safety services, in a custom user interface. The home screen spotlights the simplicity, with a list of top features, not just icons – and bigger words, higher contrast and larger touch areas. The 5Star button has a dedicated space on the home screen – and every screen – for even faster access to urgent response services. And, as always, GreatCall's priority is its commitment to delivering an exceptional customer experience.

Other health and safety services are easily accessed through GreatCall's new Lively app, including: GreatCall Link, providing a connection to family caregivers; Urgent Care, for 24/7 access to registered nurses and board-certified doctors; Personal Emergency Profile (PEP) to ensure 5Star agents can retrieve information quickly – from medication lists to family member phone numbers, so they can be conferenced into a 5Star call in case of emergency; daily health tips and customer care.

Creating such a high level of customization required a strong partnership with Alcatel. “The Jitterbug Smart2 is the best product to support the needs of GreatCall's customer base. It is highly customized for a simple user experience, yet provides everyday smartphone features that everyone wants and enjoys using the most,” said Eric Anderson, SVP & GM, TCL Communication (Alcatel) – North America. “With the Jitterbug Smart2, we have created a smartphone with a large display for easier text and email messaging which, combined with GreatCall's custom UI, delivers the simplest experience yet.”

The commitment to thoughtful design was carried through every element of the process. “The Smart2 is a perfect blend of simplicity and connected health, with its customized main menu and direct access to 5Star,” said John Chin, Vice President Product Development, GreatCall. “This level of attentiveness carries through to the custom, white glove activation experience, ensuring the process is seamless.”

Features include:

- New, simplified menu: phone, text messages, camera, internet, email messages, map and directions, Lively app
- Dedicated 5Star button for access to emergency services
- Lively app by GreatCall, consolidating health & safety services
- GreatCall Link app to stay connected to family caregivers
- LTE: 4G VoLTE
- Large 5.5” screen
- Voice typing
- Internet access
- Maps & directions
- Long-lasting battery
- 13 MP rear camera with LED flash plus 5MP front camera
- Front-facing speaker phone

Availability and pricing:

The Jitterbug Smart2 is available for \$149.99. Plans with data are as low as \$17.48 a month.

It is available for purchase online at <https://www.greatcall.com/Smart2> and in retail stores across the U.S. starting September 3, 2018.

About GreatCall

GreatCall is the leader in connected health for active aging. With health and safety solutions for older adults and their family caregivers, GreatCall’s innovative suite of easy-to-use mobile products and award-winning approach to customer care helps aging consumers live more independent lives. Products and services include, Jitterbug Flip, Jitterbug Smart2, Lively Mobile, Lively Wearable, Lively Home and health, safety and wellness services GreatCall Link and 5Star Urgent Response. GreatCall’s products and services are sold nationwide at leading retailers as well as direct to consumers at 1-800-296-4993 and online at GreatCall.com. GreatCall is headquartered in San Diego, CA.

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