

China firm designs cell phone for seniors

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A Chinese company has developed a cell phone with special features for China's elderly population.

The Holley Senior Citizen Special Purpose Handset includes larger keys, a magnifying glass on the display panel and storage files for medical and contact information.

The device is billed by Holley Communications as a "safe bodyguard" for the growing number of seniors who live alone or in nursing homes.

"The elderly have accidents, and sadly, there are sometimes no witnesses around to help," Holley said in a news release Wednesday. "There are few, if any, who receive 24-hour care. Indeed, few desire such 24-hour care, instead preferring a life of independence without fear."

The phone retails for around \$147 and also includes an extra-loud ringer and a built-in flashlight and radio.

Media reports said that since Holley doesn't have a license to sell branded handsets in China, it will begin retailing the phone using licenses belonging to CEC Telecom, a subsidiary of Qiao Xing Universal Telephone.

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