

# Fox Mobile Group's Complimentary Mobile Phone Course for Senior Citizens

As one of the world's leading provider of mobile entertainment, Fox Mobile Group spreads its understanding of the mobile phone to senior citizens. To increase understanding to all generations, Fox Mobile Group offers free mobile phone courses for seniors to help with the basic functions of using their phones.

## Aims

- Exposure to the mobile phone for seniors is as important as it is for younger people. With the help of the class, daily contact and communication with family, grandchildren and friends can improve.
- Another important aspect especially for seniors is mobile phones can be a great help in cases of emergencies.
- With the course we are hoping to dispel fears seniors may have with the communication medium so they can easily learn all of the phone's useful functions, enjoy its use and feel safer if an emergency arises.

## Contents

The course for seniors offers the opportunity to learn basics about how to deal with a mobile phone. It lasts two hours and covers the phone's fundamental functions, such as how to make a phone call, how to write and send a SMS as well as how to use other important phone settings – all explained step by step. Following the introduction, everyone will practice directly on phones with instructors' help and there will be time for detailed questions as well. Having the seniors practice with the phone is the focus of the course so they can learn by doing and having fun.

## Target Audience

The mobile phone course is addressed to all people above 50 years who are interested in mobile phones and who have no or little knowledge of the device.

## Background

It's difficult to imagine mobile phones out of everyday use but many seniors feel overwhelmed by them. With this in mind, Fox Mobile Group eases the way for seniors to become integrated into the modern and digital society. Moreover, the course is a generation comprehensive project with young people showing seniors the way into the world of mobile phones, two different age groups encounter each other to be mutually beneficial for both age groups. Rather than being a cause of confusion, the new technology brings acceptance and understanding between the two generations as they work together.

As of now Fox Mobile Group offers the mobile phone course for seniors twice a year at Fox Mobile Group's Berlin office. The instructors of the course are all employees at Fox Mobile Group who volunteer with the project.