

Column 2

"Raku-Raku" Smartphones for Elderly Users

FUJITSU has been committed to the development of Smartphones since 2011.

We create products that are user-friendly to all groups of people. For example, we have created unique touch pens for Smartphones targeting women and loaded special processors for those who want to enjoy high-definition videos and games.

With the growing success of the Smartphones and increasing interest in products for older generations, Fujitsu has launched the "Raku-Raku (easy)" Smartphone series. Our biggest challenge was to develop a way to make each virtual touch on the touchscreen feel as "real" as possible. In response to this, Fujitsu developed the "Raku-Raku touchscreen" to alleviate concerns of elderly users. This error-resistant touchscreen has been designed to detect the difference between a finger stroke and a tap preventing unintended applications from running. Services such as the "Raku-Raku community" are also developed for first-time Smartphone users. In addition, based on the success of the Smartphone in Japan, Fujitsu will start to market the STYLISTIC S01 (a European version of the Raku-Raku Smartphone) in France from the summer of 2013.

Fujitsu will continue to pursue innovation in this field and strive to provide an enjoyable experience for Smartphone users of all generations.



FUJITSU STYLISTIC S01