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Profile Summary

Curo Interactive is the global leader in developing and designing special simple to use mobile phones with patented, one button menu operation audio user interface technologies. Curo technologies enable people in all walks of life and abilities to use cellular phones. Our technologies add the benefit of simplicity to existing complicated cellular phone menu systems. Curo is seeking manufacturing, distribution cellular phone companies and investment partners to commercialize cellular phones with Curo user interface technologies.

Market Problem

Cellular subscriber rates are rapidly climbing, however, the largest consumer market segments are being overlooked by cellular operators and manufacturers. The Simplicity market; which consists of people wishing and needing to operate simple to use cellular phones, such as mainstream, baby boomers, people aged 50+, Visually Impaired and physically challenged. Market research shows that in 2006, there are over 263 million people (in Western Europe, North America and Asia Pacific) over the age of 50 who do not own cellular phones because they are too complicated.

Japan has over 52 millions people over the age of 50 and the United Sates has 89 million people over the age of 50. This population is expected to double in the next 25 years and is the fastest growing age segment.

This does not even address the millions of cellular owners who do not use their phones due to complicated menu navigation, cellular screens that are too small to read without glasses and keypads that are too tiny to accurately press as well as literacy issues. There are many reasons why people do not use cellular phones.

Research indicates that if cellular phones are developed with easy to use menu navigation and marketed directly to people aged 50+, many of the current non users would be attracted to purchasing and using a cellular phone and many current users would switch to a simpler device and use it more.

Curo Solution

Curo's user interface technologies simplify cellular phone menu navigation through the power of the Curo One Button menu navigation control. The Curo user interface software and intellectual properties dramatically simplify complicated menu and operating systems of cellular phones.

To access specific phone functions, users simply listen as the phone audibly presents its features, and then click the Curo navigation button to select their desired feature. The languages, dialects and many other menu features are specified by the cellular network operator to provide differentiation, branding and competitive advantage. Curo user interface software is the most powerful and flexible in the world as a stand alone user interface and will work with various operating systems and languages. Curo software can be embedded into existing cellular phones to provide the added benefit of simplicity when customers desire it. The power of the Curo user interface menu navigation makes up a complete cellular phone so the cellular keypad and display become totally optional and users can enjoy using a one button phone (purest simplicity) or a full featured phone with the extra Curo button to enable simplicity when required.

Client Benefits

Cellular network operators greatly benefit from the Curo phones which far surpass all existing "simple" cellular phones due to Curo's proprietary user interface technologies, thus opening new markets. Curo technology makes the cellular keypad and display totally optional and therefore can lower production costs. Curo family phones enable people of all walks of life and abilities to utilize more network airtime, cellular applications and cellular usage, adding to cellular network operator's profitability. Network operators may choose the specific language, dialect, and specific phone features to differentiate themselves in the industry and maintain a competitive edge. By providing Curo enabled cellular phones, cellular operators will service a tremendous underserved demographic market comprised of 100's of millions of potential new cellular users. Curo technology encourages more phones use, resulting in better family communication, improved network loyalty, more airtime and phone feature utilization. Financial benefits are tremendous!