



# Maximiliana

Anyone Who Keeps the Ability to See Beauty Never  
Grows Old - F. Kafka



**Maximiliana, first of all, is my grandmother.**

She is 89 years old and she was born in a small village of The Teruel's province. She has been my whole life a meaning example of good heart.

She is the reason of this project and my day to day motivation.



Maximiliana in the Pilar Square of Zaragoza

Once you have known  
my grandmother...

What exactly is  
Maximiliana?



Maximiliana is a self-sufficient phone aimed at old people or people with technology difficulties that works totally independently.

The objective is

1. to break the digital gap
2. to give the opportunity to everybody to have an easy access to the virtual communication and take advantage of it
3. to assure they feel comfortable and integrated in the modern society



Maximiliana device





## How does it work?

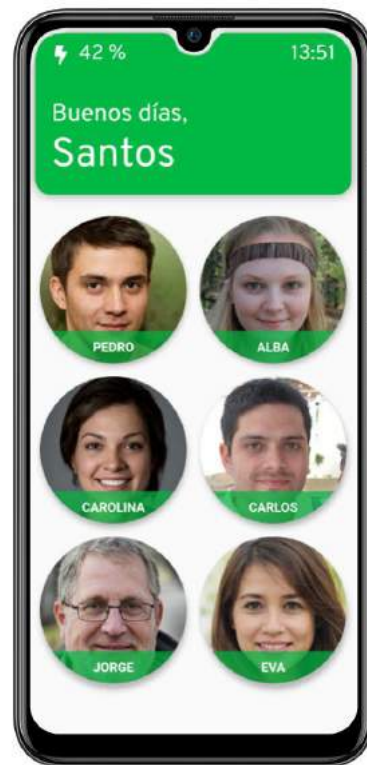
Two interfaces:

The responsible person controls remotely the Maximiliana device from the dashboard.

The user carries the device and does not need to touch anything.



Dashboard [mi.maximiliana.es](https://mi.maximiliana.es)



Maximiliana device



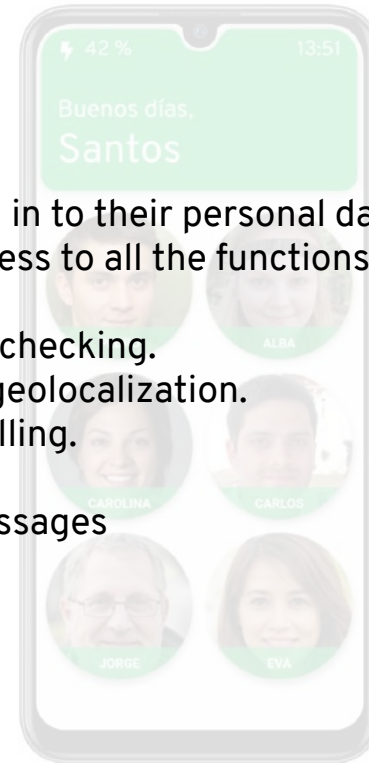
## Responsible's side



Dashboard [mi.maximiliana.es](https://mi.maximiliana.es)

The family log in to their personal dashboard where they have access to all the functions...

1. Battery checking.
2. Device geolocation.
3. Videocalling.
4. Calling
5. Text messages



Dispositivo [Maximiliana](https://mi.maximiliana.es)

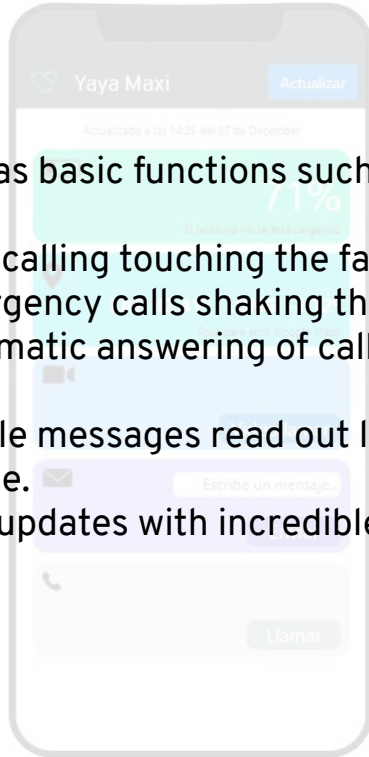




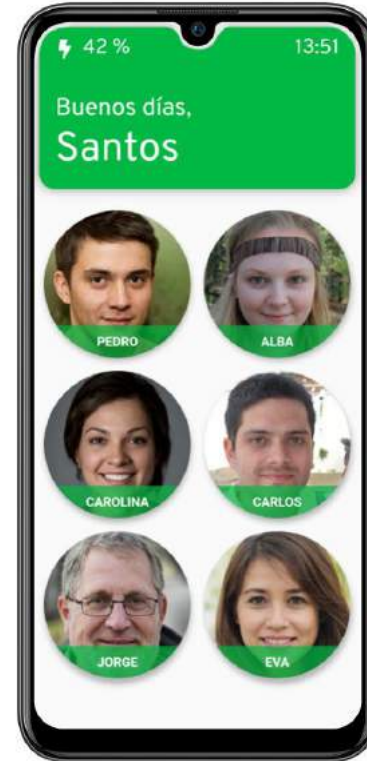
User's side

The user has basic functions such as:

1. Easy calling touching the face contact.
2. Emergency calls shaking the phone.
3. Automatic answering of calls and video calls.
4. Simple messages read out loud by the device.
5. New updates with incredible functions.



Página web [mi.maximiliana.es](https://mi.maximiliana.es)



Maximiliana's device







**+100 people**

that now can take advantage of technology

**+22 hours a day**

accompaniment to loneliness

**88 years**

age average of the users

**+100 clients**

that now belong to the Maximiliana Family

**+22 hours a day**

of video calls

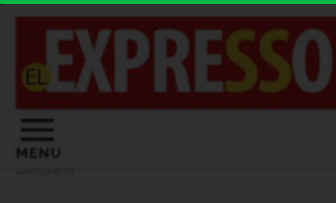
**22 years**

age of the founder and the employees



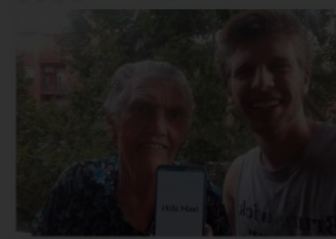
Maximiliana is present all over Spain but we want to reach European countries and facilitate our service to anyone who needs it.

# Newspapers



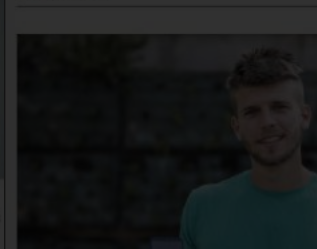
Las ganas que tenía Jorge Terreu (1), un universitario de Erasmus en Francia, de ver a su abuela Maximiliana, de 86 años, le

**pronto.es**  
NOTICIAS PRONTO TV HOROSCOPO CUCINA  
Crea una función de móvil para hacer videollamadas sin tocarlo  
Un joven ingeniero vasco ha desarrollado una solución permitiendo hacerlo de una forma fácil a su abuela, Maximiliana

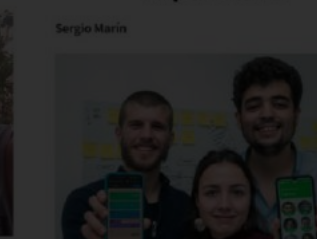


**HERALDO**  
Maximiliana, el móvil para la tercera edad

NOTICIA 4/11/2020 14:17 0003 A LAS 07:25  
MARIANO MILLAN



**La Región**  
"Abuela, tómate la pastilla": El nieto que inventó el móvil ideal para la pandemia



**HERALDO**  
Maximiliana, el móvil aragonés pensado para la tercera edad

**pronto.es**  
NOTICIAS PRONTO TV HOROSCOPO CUCINA  
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**LAVANGUARDIA**  
Sociedad  
Directo Coronavirus: España se prepara para e

**elDiario.es**  
El nieto que que abuela e inventó el móvil ideal para la par

**HERALDO**  
Terreu: "Maximiliana le permite contactar con quien desea sin tener que marcar"

**DIARIO DE NAVARRA**  
El nieto que quería ver a su abuela e inventó el móvil ideal para la pandemia

**LAVANGUARDIA**  
Sociedad  
El joven que creó un smartphone para hacer videollamadas con su abuela mientras estaba de Erasmus en plena pandemia

**elDiario.es**  
El nieto que que abuela e inventó el móvil ideal para la par

**La Región**  
Sociedad  
"Abuela, tómate la pastilla": El nieto que inventó el móvil ideal para la pandemia

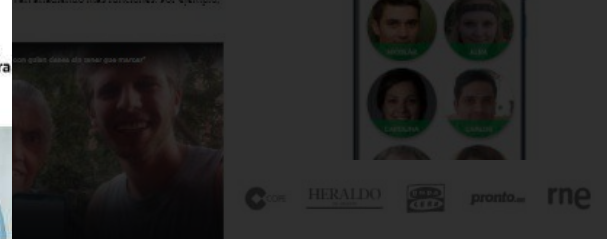
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Sociedad  
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**ENJOY ZARAGOZA**  
Maximiliana: el primer móvil con videollamadas para personas mayores es de Zaragoza... ¡y funciona totalmente solo!

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Thank you for you  
attention.

[www.maximiliana.es](http://www.maximiliana.es)