

ARCHOS

**ARCHOS 55 Helium range:
A fashionable design, leading specifications, starting below £89.00**



Location – Thursday, August 25th, 2016 – ARCHOS unveils today its new ARCHOS Helium range, including the ARCHOS 55 Helium Ultra. Presented next week at IFA 2016, available from October 2016, this smartphone offers many possibilities at a wallet-friendly pricing.

The ARCHOS 55 Helium Ultra flaunts a quad-core Mediatek MT6737 chipset, 3 GB of RAM, and 32 GB internal storage. Launched in Dark Grey and Pearl White, it features a refined design and form factor.

It also packs a large 5.5-inch HD IPS screen and a display resolution of 1280 x 720 pixels, making it comfortable for heavy multimedia users to view their favorite content.

Along with a microSD card slot, to extend the internal storage up to 128 GB, the ARCHOS 55 Helium Ultra contains two SIM cards spaces and allows fast downloads thanks to their 4G/LTE connectivity. It is therefore the best companion for professional and personal uses.

It includes two cameras, 8 MP with autofocus and LED flash on the back, 2 MP on the front, to catch and share what is necessary.

With its 2700 mAh removable battery, the ARCHOS 55 Helium Ultra easily gets through an entire day without needing to be charged.

The ARCHOS 55 Helium Ultra runs Google Android 6.0 (Marshmallow) in its purest version.

As of today, a Lite version, the ARCHOS 55 Helium, with 1GB of RAM and 16GB of internal storage in Pearl White, is available on the company's website.



In view of the success ARCHOS continually meets with colourful smartphones and back casings, such as with the Yellow ARCHOS 50 Diamond or with the Pink and Blue back casings that came with the 50c Platinum, a third version of the ARCHOS 55 Helium will be commercialized: the ARCHOS 55 Helium 4 Seasons. This smartphone doesn't differentiate itself with its interior; it has the same technical specifications as the ARCHOS 55 Helium, but with its four interchangeable back casings: Blooming Gold, Blazing Yellow, Autumn Woodland and Frosted Grey allowing for a change of style and color at a moment's notice.

On top of all uses provided by Google Android and its Google Play Store, the three models offer elaborate functionalities:

- Smart Gesture, to control the phone and make it take various actions to save time and keep things simple, through a defined motion.
- HotKnot, to transfer content from/to another device by simply having them in close proximity.
- Turbo Download, to run simultaneously 4G and WiFi connections as a super pipe and to download large files much faster.

The ARCHOS 55 Helium, ARCHOS 55 Helium Ultra and ARCHOS 55 Helium 4 Seasons will be exhibited on ARCHOS's booth at IFA 2016 (Hall 25, Booth 206). They will be available for purchase on www.archos.com and through its distribution's channel worldwide starting at £89.00

- ARCHOS 55 Helium (1 GB RAM / 16 GB of internal storage): £89.00 in September 2016
- ARCHOS 55 Helium Ultra (3 GB RAM / 32 GB of internal storage): £119.00 in October 2016
- ARCHOS 55 Helium 4 Seasons (1 GB RAM / 16 GB of internal storage / 4 back casings): £100 in October 2016

Technical specifications – ARCHOS 55 Helium Ultra:

Hardware



CPU	MT6737, 4x1.3GHz, Cortex A53
GPU	ARM Mali T720 MP1 600MHz
RAM	3 GB
Internal Storage	32 GB
Expandable Storage	Micro SD card, up to 128 GB
Size & Weight	153 x 77 x 8.1 mm/162g

Screen



Diagonal Size	5.5 inches
Resolution	1280 x 720
Technology Type	IPS

Software



Operating System	Android 6.0 Marshmallow	
Application Store	Google Play	
Internet Browser	Chrome	
Voice Assistant	Google Now	
Google	Apps	Gmail, Calendar, Hangouts, Maps, Play Music, Play Movies, Play Books
Preinstalled		
ARCHOS	Apps	ARCHOS Video & ARCHOS Files
Preinstalled		
Email Compatibilities		POP/IMAP/Exchange Active Synch/SMTP/Push Mail

Wireless Technologies



SIM Placement and Type	Dual SIM
LTE Frequencies	800 / 1800 / 2600 MHz
GSM / GPRS / EDGE Freqs	850 / 900 / 1800 / 1900 MHz
3G / WCDMA Freqs	900 / 2100 MHz
Data Rates	HSPA+ 42Mbps / 11Mbps
SMS / MMS	Yes
WiFi	Yes, 802.11 b/g/n
WiFi Direct	Yes
Bluetooth	Yes, Bluetooth 4.0 Smart Ready
GPS	Yes
FM Radio	Yes

Camera



Front Camera	2 MP
Back Camera	8 MP AF + Flash LED
Video Encoding	720p

Power



Removable	Yes
Battery Size	2700 mAh
Battery Type	Li-ion
Battery Weight	47g
Battery Life	Single SIM Standby = 220h / Dual SIM Standby =160h
Charging Adaptor	5V/1A, Micro USB

Multimedia



Video Playback	H.264 up to 1080p resolution – 30 fps/ AVI/MP4/3GP
Audio Playback	MP3, WAV (PCM/ADPCM), AAC, AAC+ 5.1, OGG Vorbis
Alert Type	Vibration, MP3, MAV ringtones
Image viewing	JPEG, BMP, PNG, GIF
uPnP /DNLA	Yes, via Video and Media Server applications

Ports and Sensors



Loudspeakers	Yes
Audio Out	3.5 mm Jack
Microphone	Yes
USB	Micro USB V2.0
G Sensor	Yes

What's in the box



- ARCHOS 55 Helium Ultra
- USB Charger
- USB Cable
- Battery
- Hands-Free Kit
- Quick Start Guide
- Warranty Booklet

About ARCHOS

ARCHOS, a pioneer in consumer electronics, has repeatedly revolutionised the market. Among others, the French manufacturer was first with an HDD MP3 player in 2000, a multimedia player in 2003, Google Android powered tablets in 2009, as well as a connected Smart Home in 2014. Today, ARCHOS offers its own line of tablets, smartphones and connected objects worldwide. With headquarters in France, offices in Europe and in Asia, ARCHOS has become a strong pan-European player and is furthering its international expansion. ARCHOS is quoted on Compartment C of Eurolist, Euronext Paris, ISIN Code: FR0000182479.

For more information on ARCHOS tablets, smartphones and connected objects, go to www.archos.com, Facebook, or Twitter.

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