

ARCHOS Revolutionizes Android Gaming with GamePad Launch



ARCHOS combines physical gaming controls with a full Android-powered tablet to create the GamePad

London, UK – August 29, 2012 - ARCHOS, an award-winning innovator in consumer electronics, announces its first gaming tablet today. This new type of tablet, the GamePad, combines gaming controls with Android™ for a full tablet and gaming experience in one. Gamers will not only have access to all their favourite games, they will also have access to email, Internet, apps and more through one device.

The GamePad features a 7-inch, capacitive screen, physical control buttons and analogue sticks. The Google certified tablet has full access to Google Play™ for the tens of thousands of games available, **runs a dual-core processor @ 1.5 GHz combined with a Mali 400mp quad-core GPU**. In addition, the GamePad includes **automatic game recognition and mapping tools** – patented technology to ensure control compatibility with every advanced Android game.

Until now, tablets provided gamers with touch controls that lacked response and compatibility, providing a disappointing gaming experience. As one of the main tablet uses, there is a strong need for a

tablet that does more for gaming. Thanks to the complete touch and physical controls of the ARCHOS GamePad, Gamers can enhance their experience starting at the end of **October 2012** for less than **£130**.

“When Android 4.0, Ice Cream Sandwich, was first released they included game controller support within the framework and that is when we decided to build the GamePad,” says Henri Crohas, ARCHOS Founder and CEO.

Some leading game developers have already embraced the physical controller support that was introduced with ICS, rendering their apps compatible with the physical controls of the GamePad or with game controllers plugged into tablets or phones.

However many games originally did not include physical control mapping, which is why ARCHOS developed their mapping and game recognition tool; a patented technology that allows any virtual controls to be mapped the GamePad’s physical control buttons.

“Thanks to the mapping and automatic game recognition systems included on the GamePad, we already have over a thousand android games compatible with the ARCHOS GamePad’s physical controls, including back catalogue titles that originally didn’t include physical controls,” continued Crohas.

ATTENTION DEVELOPERS

Over the past six months, ARCHOS has been discussing the GamePad with leading Android game developers around the world to make their games compatible with the GamePad’s physical controls and now invites others to participate.

Developers interested in getting their current and upcoming games mapped for the ARCHOS GamePad can contact GamePad@archos.com.

About ARCHOS

ARCHOS, pioneer in the portable audio and video player market, and now specialising in Android Tablets, has repeatedly revolutionised the market for consumer electronics since 1988. Today, ARCHOS offers Android Tablets, Tablet PCs and MP3/MP4 players. In 2000, ARCHOS launched the Jukebox 6000, the first MP3 player combined with a hard disk. Then in 2003, ARCHOS introduced the first portable multimedia players with TV recording capability. In 2006 ARCHOS added Wi-Fi and then touch screens in 2007. In 2008, ARCHOS launched the first generation Internet Tablets, and then the first ever Android powered tablets in 2009. ARCHOS has offices in the United States, Europe and Asia. ARCHOS is quoted on Compartment B of Eurolist, Euronext Paris, ISIN CodeFR0000182479. Website: www.archos.com.

Connect with us on [Facebook](https://www.facebook.com/Archosworldwide): <https://www.facebook.com/Archosworldwide>

Follow us on [Twitter](http://twitter.com/archosnews): <http://twitter.com/archosnews>

###

Contacts:

Tricia May, Harvard PR

Phone: +44 (0) 208 564 6356

Email: tricia.may@harvard.co.uk

Android and Google Play are trademarks of Google Inc.