

# ARCHOS Platinum Smartphones: For a more colourful back-to-school

**London - September 25th 2014** – ARCHOS, a pioneer in Android™ devices, announces the availability of its new range of Platinum smartphones. The ARCHOS 45c Platinum and the ARCHOS 50b Platinum each come with three colourful back casings, the smoothness of Android **KitKat®**, amazing performance with their MediaTek **quad-core** processors and **IPS** screens from £99 and £119 respectively.

## Colour for back-to-school

Like their large IPS screens offering amazing colours and viewing angles, the **three colourful back covers** that come with the new ARCHOS Platins will bring a bit of colour to autumn months. The interchangeable back covers are included in every box. In Deep Black, Metallic Blue and Spicy Pink they offset perfectly the deep black of the screen, obtained the full black lens lamination process.

To as an added bonus, the ARCHOS 50b Platinum also comes with a see-through **protective case** and 8 GB micro-SD card in every box – the perfect back-to-school gift.



**ARCHOS** 50b Platinum

## Power in style



**ARCHOS** 45c Platinum

Both Platins have a 2MP front camera for better selfies and 5 and 8 MP back cameras with **autofocus and flash**. Able to record video in **full 1080p HD**, the ARCHOS 45c and 50b Platins let users capture the colour of their lives in full definition.

Along with their stylish design, the new ARCHOS Platinum smartphones have the power under the hood with their **quad-core MediaTek processors** and **dual SIM** placements.

“ARCHOS’ latest colourful smartphones bring quad-core performance and the latest multimedia features to the style, utility and affordability conscious consumer. MediaTek is pleased to be powering

ARCHOS’ latest Platinum devices,” said Siegmund Redl, MediaTek’s VP and GM of Corporate Marketing in Europe.

“Archos is proud to have our latest Platinum smartphones powered by MediaTek’s latest quad-core processors,” said Loïc Poirier, ARCHOS’ CEO, “giving 2014’s Platinum range performance in phase with its stylish, colourful designs.”

The ARCHOS 45c and 50b Platinum are available now from £99 and £119 respectively from [www.archos.com](http://www.archos.com) and its usual retailers.

For more information about ARCHOS' entire selection of smartphones, tablets and connected objects, visit us at [www.archos.com](http://www.archos.com), [Facebook](#) and [Twitter](#).

The new range of ARCHOS Platinum smartphones as well as ARCHOS' full range of other smartphones, tablets and connected objects will be on display at the ARCHOS stand at HKTDC from October 13<sup>th</sup> to 16<sup>th</sup> at booth 1A-F09.

## Technical Specifications

### Hardware

	ARCHOS 45c Platinum	ARCHOS 50b Platinum
<b>CPU</b>	MediaTek MT6582 Quad-Core 1.3Ghz	
<b>GPU</b>	Mali 400MP2	
<b>RAM</b>	512MB	
<b>Internal Storage</b>	4GB	
<b>Expandable Storage</b>	Micro SD card up to 64 GB (when formatted to fat32 standard)	

### Size and weight

	ARCHOS 45c Platinum	ARCHOS 50b Platinum
<b>Size</b>	133 mm x 67.5 mm (5.2" x 2.6")	146.8 mm x 73 mm (5.7" x 2.8")
<b>Thickness</b>	8.9 mm (0.35")	8.3 mm (0.32")
<b>Weight</b>	138 g (0.30 pounds)	160 g (0.35 pounds)

### Accessories Included

	ARCHOS 45c Platinum	ARCHOS 50b Platinum
	3 coloured cases	3 coloured cases
		See through Protective cover
		8GB Micro SD card

### Screen

	ARCHOS 45c Platinum	ARCHOS 50b Platinum
<b>Diagonal Size</b>	4.5 inch	5 inch
<b>Resolution</b>	854x480 (FWVGA)	960 x 540 (QHD)
<b>Technology Type</b>	IPS	

### Software

<b>Operating System</b>	Android 4.4 KitKat
<b>Application Store</b>	Google Play Store
<b>Internet browser</b>	Chrome
<b>Voice Assistant</b>	Google Now
<b>Google Apps preinstalled</b>	Gmail, Calendar, Hangouts, Maps, Play Music, Play Movies, Play Books
<b>ARCHOS Apps preinstalled</b>	Video, System Monitor, Files, Media Server

## Email Compatibilities

POP/IMAP/ Exchange Active Synchron/ SMTP/Push Mail

## Wireless Technologies

<b>SIM Placement and Type</b>	Dual Mini Sim	
<b>UMTS / WCDMA / 3G freqs</b>	2G/3G (WCDMA 900/2100 MHz)	
<b>GSM / GPRS / EDGE freqs</b>	2G (GSM/GPRS/ EDGE 900/1800/1900 MHz)	
<b>Data Rates</b>	HSDPA 21 Mbit/s - HSUPA 5,76 Mbit/s	
<b>SMS/MMS</b>	Yes	
<b>Wifi</b>	Yes	
<b>Wifi Direct</b>	Yes	
<b>Bluetooth</b>	Yes, with bluetooth smart	
<b>GPS/AGPS</b>	Yes	
<b>SAR / DAS</b>	Head: 0.873W/Kg Body: 0.850W/Kg	Head: 0.594 W/Kg Body: 0.395 W/Kg

## Camera

<b>Back camera</b>	5MP with Autofocus and flash LED	8MP with Autofocus and flash LED
<b>Video Encoding</b>	1080p	
<b>Front Camera</b>	2MP	

## Power

<b>Removable Battery</b>	Yes	
<b>Battery Size</b>	1700 mAh	1900 mAh
<b>Battery Type</b>	Li-Poly	Li-Poly
<b>Battery weight</b>	36g	40g
<b>Number of cells</b>	1	1
<b>Charging Adaptor</b>	5V 1A micro-USB	

## Media

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

## Ports and Sensors

<b>Loudspeaker</b>	Yes	
<b>Audio out</b>	3.5mm Jack	

<b>Microphone</b>	Yes
<b>USB</b>	Micro USB V2.0
<b>G-sensor</b>	Yes

## About ARCHOS

ARCHOS, a pioneer in the portable audio and video player market, and now specialising in Android Tablets and Smartphones, has repeatedly revolutionised the market for consumer electronics since 1988. Today, ARCHOS offers its own line of Android Tablets and Smartphones, as well as a full line of OEM devices. In 2000, ARCHOS launched the Jukebox 6000, the first MP3 player combined with a hard disk. In 2008, ARCHOS launched the first generation Internet Tablets, and then the first ever Android powered tablets in 2009. In 2013, ARCHOS launched its first generation of Smartphones with the ARCHOS Platinum series. ARCHOS has offices in the United States, Europe and Asia. ARCHOS is quoted on compartment C of Eurolist, Euronext Paris, ISIN CodeFR0000182479. Website: [www.archos.com](http://www.archos.com).

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## Media Contact

Lianne Hunter, Harvard PR

[archos@harvard.co.uk](mailto:archos@harvard.co.uk)

+44 (0)20 7861 2843