



Extended battery life and colours in the two latest ARCHOS smartphones ranges

London, January 4th, 2016 – French electronics brand, ARCHOS, launches two new ranges of smartphones, the Power line and the Cobalt line at CES 2016 in Las Vegas, Nevada.

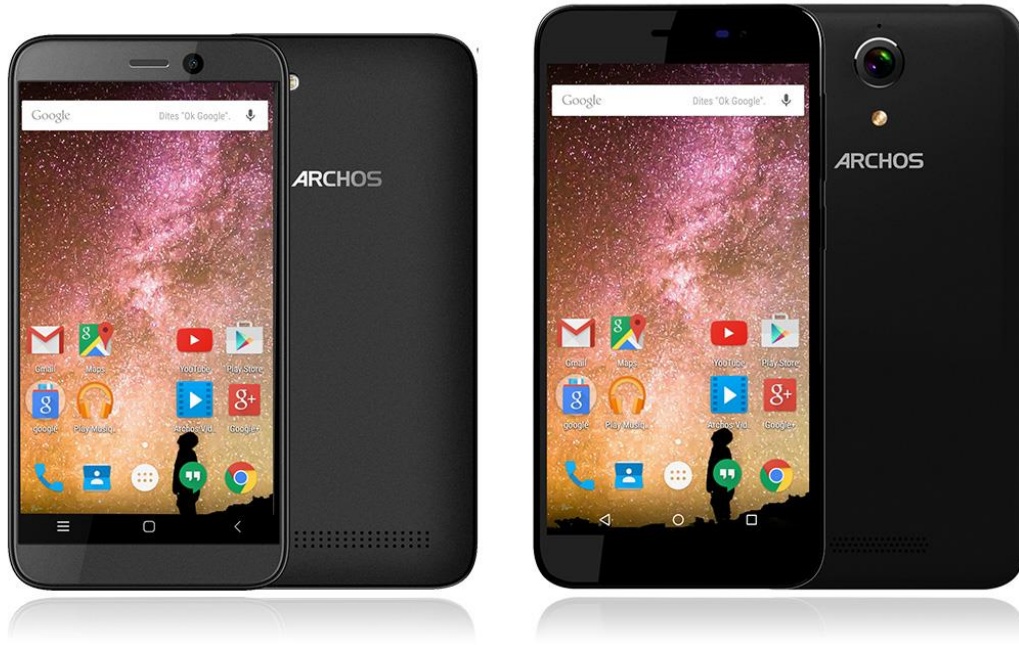
“In order to offer an ever more complete range, ARCHOS is launching two new lines of smartphones to address consumer demands for longer lasting battery life and colours in affordable products” says Loic Poirier, CEO of ARCHOS.

Long battery life...

The ARCHOS 40 Power is a 4” 3G smartphone equipped with a quad-core processor and 8 GB of internal storage. It differentiates itself by its high battery capacity, 1900mAh, in a 4” format that fits in your pocket. It provides its user with up to two days of battery life – almost double the standard battery life.

4G/LTE compatible, the ARCHOS 50 Power is a 5” smartphone propelled by a quad-core processor, has 2 GB of RAM and 16 GB of internal memory. In addition, its IPS HD display and its 13 MP back camera make the ARCHOS 50 Power a fully equipped smartphone for intensive use.

The ARCHOS 40 Power will be available in May for £39.99. The ARCHOS 50 Power will cost £99.99.



...and colours for enhanced experiences

Colour casing forerunners, the yellow-backed ARCHOS 50 Diamond and the ARCHOS 50c Platinum with its pink and blue back casings have led the way for the all new Cobalt range, now fully coloured smartphones, in cobalt blue or dark grey, both front and back.

Available in two screen sizes, the ARCHOS 50 Cobalt and the ARCHOS 55 Cobalt Plus smartphones are both equipped with an IPS HD display, a powerful 4G/LTE quad-core processor backed by 1 GB of RAM for the 5" version and 2 GB of RAM for the 5.5" version for a smoother user experience.

The 8 MP camera of the 5" and the 13 MP camera of the 5.5" create high quality pictures with 8 GB and 16 GB versions providing ample storage options. For those that need even more internal storage a MicroSD card can be added.

Available in April, the ARCHOS 50 Cobalt will cost £79 while the ARCHOS 55 Cobalt Plus will be priced at £119.99.



ARCHOS will unveil both new Cobalt and Power ranges for the first time at CES in Las Vegas from January 5th to 8th 2016. Come and discover the ARCHOS showroom at the Westgate Las Vegas Resort (Suite 1910).

*Westgate Las Vegas Resort & Casino | 3000 Paradise Road | Las Vegas, NV 89109 702.732.5377

ARCHOS 50 Cobalt - Technical specifications

Hardware



CPU	Mediatek MT6535P ARM Cortex A-53 @ 1.0GHz*4
GPU	Mali T720 MP3
RAM	1 GB
Internal Storage	8 GB
Expandable Storage	Micro SD card, up to 64GB (when formatted to fat32 standard)
Size & Weight	132 x 70.5 x 7.9mm ; TBC

Screen



Diagonal Size	5 inch
Resolution	1280 x 720 (HD) / 294 ppi
Technology Type	IPS; Full Lamination; 2.5D curved

Software



Operating System	Android 5.1 "Lollipop"
Application Store	Google Play
Internet browser	Chrome
Voice Assistant	Google Now
Google Apps preinstalled	Gmail, Calendar, Hangouts, Maps, Play Music, Play Movies, Play Books
ARCHOS Apps preinstalled	ARCHOS Video & ARCHOS Files
Email Compatibilities	POP/IMAP/ Exchange Active Synch/ SMTP/Push Mail

Wireless Technologies



SIM Placement and Type	1x Micro SIM + 1x Micro SIM (or SD card)
LTE frequencies	800 / 1800 / 2100 / 2600 MHz
GSM / GPRS / EDGE freqs	850 / 900 / 1800 / 1900 MHz
3G/ WCDMA freqs	900 / 2100 MHz
Data Rates	LTE / 4G (cat.4) 150Mbps / 50Mbps, DC-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
SAR / DAS	TBC

Camera



Front Camera	2 MP
Back Camera	8 MP* AF + Flash LED

Power



Removable	No
Battery Size	2 000 mAh
Battery Type	Li-ion
Battery Weight	TBC
Battery Life	Call/20h; Standby/ 330h (Single SIM) or 250h (Dual SIM)
Charging Adaptor	5V/1A, Micro USB

Multimedia



Video Playback¹	H.264 up to 1080p resolution – 30 fps/ AVI/MP4/3GP
Audio Playback¹	MP3, WAV (PCM/ADPCM), AAC, AAC+ 5.1, OGG Vorbis
Alert Type	Vibration, MP3, MAV ringtones
Image viewing	JPEG, BMP, PNG, GIF
uPnP /DLNA	Yes, via Video and Media Server applications

Ports and Sensors



Loudspeakers	Yes
Audio out	3.5 mm Jack
Microphone	Yes
Light and Proximity	Yes
USB	Micro USB V2.0
USB OTG	TBC
G sensor	Yes

ARCHOS 55 Cobalt + - Technical specifications

Hardware



CPU	Mediatek MT6735P ARM Cortex A-53 @ 4x1.0GHz
GPU	Mali T720 MP3
RAM	2 GB
Internal Storage	16 GB
Expandable Storage	Micro SD card, up to 64GB (when formatted to fat32 standard)
Size & Weight	152.5 x 77 x 8.3 mm ; TBC

Screen



Diagonal Size	5.5 inch
Resolution	1280 x 720 (HD) / 267 ppi
Technology Type	IPS; Full Lamination; 2.5D curved

Software



Operating System	Android 5.1 Lollipop
Application Store	Google Play
Internet browser	Chrome
Voice Assistant	Google Now
Google Apps preinstalled	Gmail, Calendar, Hangouts, Maps, Play Music, Play Movies, Play Books
ARCHOS Apps preinstalled	ARCHOS Video & ARCHOS Files
Email Compatibilities	POP/IMAP/ Exchange Active Synch/ SMTP/Push Mail

Wireless Technologies



SIM Placement and Type	1x Micro SIM + 1x Micro SIM (or SD card)
LTE frequencies	800 / 1800 / 2100 / 2600 MHz
GSM / GPRS / EDGE freqs	850 / 900 / 1800 / 1900 MHz
3G/ WCDMA freqs	900 / 2100 MHz
Data Rates	LTE / 4G (cat.4) 150Mbps / 50Mbps, DC-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
SAR / DAS	TBC

Camera



Front Camera	2 MP
Back Camera	13 MP* AF + Flash LED

Power



Removable	No
Battery Size	2 700 mAh
Battery Type	Li-ion
Battery Weight	TBC
Battery Life	Call/27h; Standby/ 450h (Single SIM) or 340h (Dual SIM)
Charging Adaptor	5V/1A, Micro USB

Multimedia



Video Playback¹	H.264 up to 1080p resolution – 30 fps/ AVI/MP4/3GP
Audio Playback¹	MP3, WAV (PCM/ADPCM), AAC, AAC+ 5.1, OGG Vorbis
Alert Type	Vibration, MP3, MAV ringtones
Image viewing	JPEG, BMP, PNG, GIF
uPnP /DLNA	Yes, via Video and Media Server applications

Ports and Sensors



Loudspeakers	Yes
Audio out	3.5 mm Jack
Microphone	Yes
Light and Proximity	Yes
USB	Micro USB V2.0
G sensor	Yes

ARCHOS 40 Power - Technical specifications

Hardware



CPU	SC7731C Cortex A-7 @ 4x1.2GHz
GPU	Mali-400 MP4
RAM	512MB
Internal Storage	8 GB
Expandable Storage	Micro SD card, up to 64GB (when formatted to fat32 standard)

Screen



Diagonal Size	4 inch
Resolution	480 x 800 (WVGA)
Technology Type	TN TFT

Software



Operating System	Android 5.1 Lollipop
Application Store	Google Play
Internet browser	Chrome
Voice Assistant	Google Now
Google Apps preinstalled	Gmail, Calendar, Hangouts, Maps, Play Music, Play Movies, Play Books
ARCHOS Apps preinstalled	ARCHOS Video & ARCHOS Files
Email Compatibilities	POP/IMAP/ Exchange Active Synchron/ SMTP/Push Mail

Wireless Technologies



Dual SIM	Yes
3G	Yes 900Mhz/2100Mhz
GSM	YEs, 850/900/1800/1900Mhz
SMS/MMS	Yes
Wifi	Yes, 802.11 b/g/n
Wifi Direct	Yes
Bluetooth	Yes,
GPS	Yes
FM Radio	Yes
SAR / DAS	TBC

Camera



Front Camera	2 MP
Back Camera	5 MP* + Flash LED

Power



Removable	Yes
Battery Size	1 900 mAh
Battery Type	Li-ion

Ports and Sensors



Loudspeakers	Yes
Audio out	3.5 mm Jack
Microphone	Yes
Light and Proximity	Yes
USB	Micro USB V2.0
G sensor	Yes

ARCHOS 50 Power - Technical specifications

Hardware



CPU	MTK6735 Quad core
GPU	Mali T720
RAM	2 GB
Internal Storage	16 GB
Expandable Storage	Micro SD card, up to 64GB (when formatted to fat32 standard)
Size & Weight	145*72.2*9.2mm / TBC

Screen



Diagonal Size	5 inch
Resolution	1280 x 720 (HD) 294 DPI
Technology Type	IPS

Software



Operating System	Android 5.1 Lollipop
Application Store	Google Play
Internet browser	Chrome
Voice Assistant	Google Now
Google Apps preinstalled	Gmail, Calendar, Hangouts, Maps, Play Music, Play Movies, Play Books
ARCHOS Apps preinstalled	ARCHOS Video & ARCHOS Files
Email Compatibilities	POP/IMAP/ Exchange Active Synch/ SMTP/Push Mail

Wireless Technologies



Dual SIM	Yes
4G	Yes
3G	Yes
GSM	Yes
SMS/MMS	Yes
Wifi	Yes, 802.11 b/g/n
Wifi Direct	Yes
Bluetooth	Yes,
GPS	Yes
FM Radio	Yes
SAR / DAS	TBC

Camera



Front Camera	2 MP
Back Camera	13 MP* AF + Flash LED

Power



Removable	Yes
Battery Size	4 000 mAh

Battery Type Li-ion

Ports and Sensors



Loudspeakers	Yes
Audio out	3.5 mm Jack
Microphone	Yes
Light and Proximity	Yes
USB	Micro USB V2.0
G sensor	Yes

About ARCHOS

ARCHOS, a pioneer in the portable audio and video player market, and now specializing in Android Tablets and Smartphones, has repeatedly revolutionized 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.

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

Media contact :

Tricia May, Harvard PR

archos@harvard.co.uk

+44 (0)208 564 6356