

WATCH FAVORITE ONLINE VIDEOS ON ARCHOS PORTABLE MEDIA PLAYERS WITH NEW ONLINE VIDEO BREAKTHROUGH

ARCHOS Portable Devices are the First to Play Nearly Every Online Video through Adobe Flash Player 9, Stream Windows Media Video 9 and Offer New Web TV and Radio Plug-In

NEW YORK – April 22, 2008 – Today’s most popular TV shows are watched by millions online through their computers, laptops and mobile phones. For the first time, TV fans can catch up on full-length TV episodes, music videos, sporting events, news, Web TV shows, and even favorite radio stations on the Web for free, through ARCHOS Portable Media Players (PMPs). With wireless access and the quality 4.3- and 7-inch screens of any portable on the market, ARCHOS brings true mobile entertainment to consumers wherever they go.

ARCHOS introduces the first PMP to support nearly ubiquitous Adobe® Flash® 9, Windows Video® (WMV) 9 and ON2 video formats, consumers enjoy the millions of online video and games available on the Web. Through a simple firmware update of the ARCHOS 605 or 705 WiFi devices, consumers will be streaming YouTube videos, watching TV shows and catching up on the latest news in no time.



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ARCHOS also introduces unparalleled access to Web TV shows and radio stations through the availability of a Web TV and Radio plug-in for its award-winning wireless PMPs. The \$19.99 plug-in will be available at www.archos.com.

“ARCHOS was founded on the principle of providing consumers the most compelling mobile entertainment experience possible, and our Web TV and Radio plug-in, along with Flash 9 support, is proof that we continue to deliver on this,” said Henri Crohas, founder and CEO of ARCHOS. “With more than four in five U.S. adults viewing an online video last year, the time is right to give consumers access to the content they want wherever they are, without requiring downloads, subscriptions or separate players to view the video they want.”

Only Portable Media Player to Fully Support Adobe® Flash® 9

Unlike competitive players, ARCHOS does not require consumers to purchase TV episodes for download or through a subscription service, but rather allows them to watch their favorite online videos and TV shows directly from the Web for free – just as they would on their laptop. By combining Adobe® Flash® Player 9 quality and compression—a two-fold improvement over Flash® Player 7—with the 800x480 resolution of ARCHOS touch-screen displays, the viewing experience is crystal clear and incredibly fast.

Adobe® Flash® Player can be used to view both live and on-demand media and entertainment on sites such as CBS, NBC, FoxNews Digital, PBS, MTV Networks, BBC and more. The technology also powers the video capabilities of popular social networking sites including YouTube and MySpace.

Hometown TV and Radio from Anywhere in the World

With the new ARCHOS Web TV and Radio plug-in, consumers can access more than 9,600 Web radio stations, 600 Web TV stations and 110,000 podcasts streamed live over the Internet to their ARCHOS devices. TV and radio fans can also search for radio or TV stations by city, country, station genre, etc., ensuring they're always in touch with their hometown stations, news or events wherever they are in the world.

Different from online video streamed primarily in Flash, Web TV consists of TV channels that exist only on the Web, traditional stations that simulcast live online, traditional stations that make selected content (such as news) available on demand at their Website, and traditional TV stations offering extra content exclusively for their Website. Web Radio listeners will experience traditional radio stations simulcast online, independent Web radio stations, and extra content on-demand from traditional stations.

Pricing and Specifications

The ARCHOS Web TV and Radio plug-in will be available next month for \$19.99 and can be downloaded from www.archos.com or directly from the ARCHOS Content Portal on the device. The plug-in works with the ARCHOS 605 WiFi, 705 WiFi, and ARCHOS TV+ models. Support for Flash 9 and WMV9 will also be available next month through a firmware update for Web browser plug-in at no additional cost.

ARCHOS announced separately today a host of new software and services that enhance the entertainment value of their Generation 5 line. The new ARCHOS [GPS In-Car Holder](#) for the 605 WiFi portable media player brings entertainment and navigation together in one device for consumers for the ultimate road trip companion. The new TVportation feature brings live television streamed from the ARCHOS TV+ to any wireless-enabled device, including ARCHOS players, smartphones, laptops and computers anywhere in the world.

All ARCHOS players support open standard video, audio and photo formats—MPEG-4, WMV, H.264*, MPEG-2*, stereo MP3, WMA, protected WMA, WAV AAC, AC3*, JPEG, BMP, PNG, and RAW with embedded JEG thumbnail.

About ARCHOS

ARCHOS introduced the hard-drive-based MP3 player with the Jukebox 6000 in 2000, and since that time has revolutionized consumer electronics devices. The company [introduced the portable video player](#) in 2003 and was the first to bring TV recording, wireless and touch screens to the portable media player. ARCHOS' award-winning products let consumers enjoy movies, photos, video, music and television anytime, anywhere. [Established in 1988](#), ARCHOS has offices in the United States, Europe and Asia, and is quoted on Compartment B of Euronext Paris, ISIN Code FR0000182479. More information is available online at www.archos.com.

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