

## **ARCHOS ANNOUNCES GENERATION 4 LINE OF PORTABLE VIDEO PLAYERS**

*New Line Ranges from 30GB to 160GB of Storage Capacity, Feature Entirely New Navigation and Consistent Designs, and Offer a Host of New Accessories*

**Igny, FRANCE – August 14, 2006** – ARCHOS™, a global consumer electronics manufacturer and inventor of the portable video player, introduced today its Generation 4 line of devices, which include some of the thinnest, lightest, lowest priced products on the market, yet hold up to 640 hours<sup>1</sup> of video for enjoyment anywhere. The five new products provide ultra portability with the 404 and 404 Camcorder, extreme capacity with the 160GB 504, and the latest technologies with the 604 and 604 Wi-Fi. The new products feature a consistent design throughout, and offer TV recording capabilities with the new DVR Station accessory. More information and photos on the complete Generation 4 line is available at [www.archos.com](http://www.archos.com).

“Our new Generation 4 line-up demonstrates the dramatic evolution of the portable video player from our invention back in 2003, with products that are smaller, lighter and far less expensive, but with significantly larger screens and storage capacity,” said Henri Crohas, ARCHOS founder and chief executive officer. “With our new players, consumers can enjoy hundreds of hours of their favorite television programs on a device only 1.5 cm thick. Our strategy to offer television recording as an accessory allows us to provide modular devices and keep the prices low for consumers.”

Consistent across the ARCHOS Generation 4 product line are sleek silver metallic casings, and a new graphical interface that make navigating through music, video, photos and documents a snap. All products in the line feature a completely new animated graphical interface, and right-side button configuration, making the products easier and more intuitive than ever before.

Announced separately today, the 30GB 404 and 604 products offer extreme portability and the latest technologies, and are available immediately. The 404 is one of the thinnest and most affordable portable video players on the market today at only 1.5 cm thick. The 604 features an extra sharp 4.3-inch

wide-screen display, removable battery and kick-stand for easy viewing. ARCHOS is extending the 404 with an integrated camera and camcorder, and the 604 with integrated wireless, touch screen and other productivity features later this year. Details on those products, and the extreme capacity 504, will be announced later.

#### **Modular Accessories for Generation 4**

In addition to the five new products, ARCHOS is announcing a complete new line of accessories that are sold separately and work with all video players in the Generation 4 line. The new modular approach allows optional accessories to be added to any player for a more customized device. New accessories include the DVR Station for recording hundreds of hours of video onto the device directly from the television or DVD player<sup>2</sup>, and a new Docking Adapter for a quick recharge of the player and USB host connection for transferring files from cameras, camcorder, or other USB drives without a computer.

Most significantly, the new DVR Station enables any ARCHOS portable video player to schedule and record movies and television programming directly from any home entertainment source—TV, DVD player<sup>2</sup>, VCR, cable box or satellite receiver. What used to be an integrated part of the device, the new DVR Station is now available as an add-on accessory, and enables ARCHOS to offer an even lower-cost portable video player for those who prefer to get their content from the computer, rather than the home entertainment system.

Other new accessories focus on the importance of keeping connected to your device while on the road. These include a DVR Travel Adapter for recording content from a television or cable box wherever you are, and portable speakers. A new A/V Cable allows for viewing content from the device onto a television, and the Helmet Camcorder, first introduced with the ARCHOS AV 500 last year, and offers hands-free recording, where hundreds of hours of video can be captured and stored on the Generation 4 line of devices.

#### **About ARCHOS**

# ARCHOS™



ARCHOS is a global consumer electronics hardware manufacturer and is the technology leader in the field of digital portable entertainment solutions. Committed to the most innovative technology, ARCHOS offers award-winning digital pocket-sized products that feature audio & video recording, photo viewing, gaming, as well as other multimedia and productivity applications, for the enjoyment of the most exciting entertainment anywhere, anytime. ARCHOS has offices in the United States, Europe and Asia. More information is available online at [www.archos.com](http://www.archos.com).

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*The names of actual companies and products mentioned herein may be the trademarks of their respective owners.*

\* 1GB= 1 billion bytes; actual formatted capacity is less.

(1) On average; based on 3.5 mins/song & 64 kbits/s WMA (for better quality 128 Kbit/s or more recommended), on 500 kbits/s MPEG-4 audio/video encoding and 1h30/movie (for near DVD Quality 1500 Kbits/s encoding or more recommended), on JPEG, VGA.

(2) External video output disabled for Macrovision®-protected content.

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