

## ARCHOS Generation 5 Available Worldwide

ARCHOS, a global consumer electronics manufacturer and technology leader in the field of portable entertainment, announces the worldwide availability of the ARCHOS Generation 5 line of Portable Media Players (PMPs). The ARCHOS 105, ARCHOS 405 and ARCHOS 605 WiFi are available today, while the ARCHOS 705 WiFi and ARCHOS TV + will be available in early October 2007.



Following its path from the invention of the PMP with the Jukebox Multimedia in 2002, ARCHOS proves its technological leadership with the new Generation 5 line. The new product line brings at least five major technological breakthroughs to the portable media category:

### 1. TV Recording through Online TV Guide

TV recording and displaying out to the TV remain the core functionalities offered by ARCHOS PMPs. With the ARCHOS Generation 5 products, users have easier access to TV recording through the integrated TV Program Guide. The new TV Program Guide is modeled after a user's familiar cable guide, making it easy to search, schedule and record favorite programs with just a few clicks on the remote control.

### 2. Web Surfing in Full Page Mode

The ARCHOS 605 WiFi and 705 WiFi, flagship products in the ARCHOS Generation 5 line, have 4.3" and 7" screens, respectively, with a resolution of 800x480 pixels. Most media players available today have a screen of lesser resolution, such as 480x320 pixels. However, the vast majority of Web pages are being displayed in a width of 800 to 1,000 pixels. With a screen displaying 480 pixels on the line, the user can only see half of the Web page, and must constantly zoom forward and back to fully read the page.

With a 1.5 times larger screen, and 2.5 times higher resolution than other products in the market (see graphic), including 800-wide pixel resolution on the line, the ARCHOS 605 WiFi allows surfing the Web in full width mode.

"Last year with the ARCHOS 604 WiFi, we already offered a resolution superior to most of the competitors' products today," says Henri Crohas, founder and CEO of ARCHOS. "This year, we're bringing four times higher resolution because comfortable Web surfing requires at least 800 pixels on the line. Any attempt with a lower resolution creates insolvable ergonomic issues."

### 3. Flash Support for Streaming and Playing Web Video

The large majority of Web sites today use Adobe Flash for animations and streaming videos online. The new WiFi models of the ARCHOS Generation 5 support this technology. They consequently are the only PMPs on the market that allow playing embedded Flash videos real time.

"A browser that does not support Flash does not allow viewing animations and associated videos, as this technology today is highly used throughout the Internet," continued Crohas. "Such a browser is a crippled browser. This is the reason we have been investing many resources for one year to integrate and optimize the Flash decoder in our DSP."

#### 4. Open Platform for Any Content Provider

The WiFi models of the ARCHOS Generation 5 line allow users to connect wirelessly to the ARCHOS Content Portal (ACP) and access content directly from the PMP. This video-on-demand (VOD) platform is open to premium content providers and VOD players in each country, and offers the easiest way to purchase movies and TV shows wirelessly and without using a PC. The ACP features more than 15 partners across the world, including CinemaNow in the U.S. and Fnac in France.

#### 5. Streaming Content from PC

The WiFi ARCHOS PMPs bridge the gap between PC and PMP, and PC and TV wirelessly. For the first time, users can stream content from the PC or the Internet to the TV, all through a wireless home network.

#### ARCHOS Generation 5 Pricing\*:

- ARCHOS 105 2GB: \$89
- ARCHOS 405 2GB: \$149
- ARCHOS 605 WiFi 4GB: \$199
- ARCHOS 605 WiFi 30GB: \$299
- ARCHOS 605 WiFi 80GB: \$349
- ARCHOS 605 WiFi 160GB: \$399
- ARCHOS 705 WiFi 80GB: \$399
- ARCHOS 705 WiFi 160GB: \$499
- ARCHOS TV + 80GB: \$249
- ARCHOS TV + 250GB: \$349

\* Prices are subject to changes from one region to the other according to taxes.

#### 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 C of Euronext Paris, ISIN Code FR0000182479. More information is available online at [www.archos.com](http://www.archos.com).

# # #

#### PR Contacts:

ARCHOS - Virginie Golicheff-Bajan - [bajan@archos.com](mailto:bajan@archos.com)

France - **Mediasoft Communication** - Emmanuelle Bureau du Colombier - [ebdc@mediasoft-rp.com](mailto:ebdc@mediasoft-rp.com)

USA - **Concept Communication** - Samantha Steinwinder - [samantha@conceptpr.net](mailto:samantha@conceptpr.net)

Germany - **PR Konstat** - Till Konstanty - [till@konstant.de](mailto:till@konstant.de)

UK - **Trilogy** - Louise Marchant - [louise@trilogycomms.co.uk](mailto:louise@trilogycomms.co.uk)

Spain - **ARCHmedia** - Cristina Moros - [cristina@arch-media.com](mailto:cristina@arch-media.com)

Italy - **Seigradi** - Simona Labianca - [Simona.labianca@seigradi.com](mailto:Simona.labianca@seigradi.com)

China - **ARCHOS** - Li Longman - [lili@archos.com](mailto:lili@archos.com)