

# ARCHOS

## ARCHOS boosts its ranges and announces 4 smartphones – all available this summer

**Paris, France – Tuesday, June 13<sup>th</sup>, 2017** – ARCHOS, the French native pioneer in consumer electronics, that has become a strong pan-European player, sets itself to increase its market shares and to provide users with more technologically sophisticated smartphones.

In its Diamond lineup, ARCHOS introduces 2 new models, designed by Nubia, bringing manufacturing power and innovation. Nubia became a competitive challenger with the introduction of midrange flagships, offering the latest hardware and a unique interface for an extensive user experience, especially in photography.

In addition, with its new Sense lineup, ARCHOS launches 2 new models, respectively borderless and rugged.

These lineups illustrate the evolving uses of smartphones: as symbiotic and omnipresent objects, users require ever better screen resolution, fluidity, photography and resistance for their smartphones.

### ARCHOS Diamond Alpha

This midrange flagship, a shining alternative to the Honor models, comes in a metal unibody casing offering a 5.2-inch, Corning Gorilla Glass Category, a Full-HD display, an octa-core Qualcomm Snapdragon 652 chipset, as well as 4GB of RAM and 64GB of expandable storage.

This smartphone has been thought for photography, a use that is at the heart of daily usage. Indeed, its 13MP dual sensor SONY back camera (one black and white, the other in color), and its 16MP selfie snapper, offers photo and video enthusiasts a 4K video recording and a comprehensive suite of filters and modes.

The ARCHOS Diamond Alpha will be available from July 2017 at 299€ (after a cash discount of 50€).



### ARCHOS Diamond Gamma

In its unique thin design (less than 8mm), this aluminum model packs a 5.5-inch IPS HD 2.5D screen, a 64-bit octa-core Qualcomm processor, 3GB of RAM and 32GB of expandable internal storage, up to 128GB, a Samsung 13MP rear camera and a 5MP front camera, a 3,000 mAh battery. It runs Google Android 7.

Its photography app suite allows for more artistic creativity, on daily basis:

The clone functionality, procures whimsical photos by duplicating the subject multiple times in one instance.

The slow motion, offers cinematic effects to even the most trivial videos.

Thanks to the panorama mode, holiday landscapes become memories in a wide format.

The ARCHOS Diamond Gamma will be available from July 2017 at 199€.

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In addition to its renewed Diamond lineup, ARCHOS reveals the Sense range, comprised of smartphones delivering pure design and unique sensations.

## The ARCHOS Sense 55<sup>S</sup>

In its extra light and pure design, the ARCHOS Sense 55<sup>S</sup> combines an extreme borderless 5.5-inch IPS Full HD display (78% of screen to body ratio), providing luminescent colors, a 2GB RAM and 16GB of internal storage combination, a dual sensor camera (8MP + 8MP), with a fingerprint sensor for additional level of security and a 3,000 mAh battery to go through the entire day. It embeds Google Android 7.

The ARCHOS Sense 55<sup>S</sup> will be available in July 2017 at 249€.

The ARCHOS Sense 55<sup>S</sup> brings fresh air and a true design spirit in the range of wallet-friendly smartphones in the European market.



## The ARCHOS Sense 50<sup>X</sup>

In its rugged casing, compliant with the IP68 standard, the ARCHOS Sense 50<sup>X</sup> is resistant to scratches, dust, drops (up to 1 meter) and water submersion for 30 minutes and supports working temperatures from -20C° to +55C°. It sports a superb 5-inch FHD Gorilla Glass Category 3 display. It packs a quad-core Mediatek MT6737T chipset at 1.5 GHz, 3GB of RAM, and 32GB of storage, expandable up to 128GB. It is powered by a 3,500 mAh battery. It runs Google Android 7.

The ARCHOS Sense 50<sup>X</sup> will be available in July 2017 at 169€.

The ARCHOS Sense 50<sup>X</sup> is a great companion for professional tradesmen, outdoor workers and more generally everyone having already accidentally damaged a smartphone, looking for a device that both looks good and performs.



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## About ARCHOS

ARCHOS, a pioneer in consumer electronics, continues to innovate and revolutionize the market. Among others, the French manufacturer was first with an HDD MP3 player in 2000, a multimedia player in 2003; Google Android powered tablets in 2009, a connected Smart Home in 2014 and PicoWAN, the first collaborative network dedicated to the IoT, in 2016. Today, ARCHOS offers its own line of tablets, smartphones and connected objects worldwide. It also markets and distributes high-value innovative products associated with the tablet and smartphone markets: urban mobility, smart entertainment. With headquarters in France, offices in Europe and in Asia, ARCHOS has become a strong pan-European player and is furthering its international expansion. ARCHOS is quoted on Compartment C of Eurolist, Euronext Paris, ISIN Code: FR0000182479.