

ARCHOS Unveils Affordable Unlocked Android 3G+ Smartphone Line



ARCHOS 35 Carbon ARCHOS 50 Platinum ARCHOS 53 Platinum

ARCHOS leverages years of Android tablet expertise to launch a smartphone range starting at £79.99

New Platinum range will allow end-users to experience full access to the Android ecosystem, IPS screens, Quad-core CPUs and 8 Megapixel cameras in a sleek design

London, UK – April 18th, 2013 - [ARCHOS](#), a pioneer in Android™ devices, is pleased to announce its first line of Google™ certified smartphones. Each smartphone will feature a super slim design, IPS screen with amazing viewing angles, a powerful Qualcomm CPU and the flexibility of dual SIM cards which allow the user to manage two accounts or two providers simultaneously.

The ARCHOS 35 Carbon (£79.99), ARCHOS 50 Platinum (£179.99) and ARCHOS 53 Platinum (£199.99) will be the first in a new line of smartphones to be released and will be available from the end of May 2013.

“The smartphone market is shifting, as SIM-free sales versus subsidised sales are increasing. ARCHOS is prepared to respond to this change, as we can offer retail channels affordable, unlocked and feature-

rich smartphones without the heavy price tag,” says Loïc Poirier, CEO of ARCHOS. “Furthermore, smartphones and tablets are interrelated markets that have quickly crossed over with the arrival of “phablets” - half-phone, half-tablet devices. It makes sense that this should be our next phase of products as it’s a natural fit for our brand and long term growth plans.”

Ranging from 3.5” to 5.3” in size, the first three smartphones to be released in Q2 will include a range of features, connectivity, CPU’s and storage. The flagship device, the ARCHOS 50 Platinum, features a stunning 5.0 inch full black IPS display paired with a quad-core CPU at 1.2GHz and an 8MP camera. End-user will have an experience similar to a Samsung Galaxy S3 for half the price.

In addition, all smartphones in this new line will include:

- Pure unskinned Android OS
- Google Certification for access to Google Play™ and Google Mobile Services including Google Now™
- Dual SIM flexibility to manage two providers simultaneously from one phone
- An IPS Screen with amazing viewing angles
- Full Black Screen Process
- ARCHOS Media Centre Apps for music and videos
- Cloud-Based Contacts and Storage
- Front and Back Cameras for capturing the perfect picture

For full smartphone technical specifications, please refer to the appendix below.

For more information about ARCHOS products visit www.ARCHOS.com.

ABOUT ARCHOS

ARCHOS, a pioneer in the portable audio and video player market, and now specializing in Android Tablets, has repeatedly revolutionized the market for consumer electronics since 1988. Today, ARCHOS offers Android Tablets, Tablet PCs and MP3/MP4 players. In 2000, ARCHOS launched the Jukebox 6000, the first MP3 player combined with a hard disk. Then in 2003 ARCHOS introduced the first portable multimedia players with TV recording. In 2006 Wi-Fi is implemented and then touch screens in 2007. In 2008, ARCHOS launched the first generation Internet Tablets, and then the first ever Android powered

tablets in 2009. ARCHOS has offices in the United States, Europe and Asia. ARCHOS is quoted on Compartment C of Eurolist, Euronext Paris, ISIN CodeFR0000182479. Website: www.archos.com.

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MAIN SPECIFICATIONS

ARCHOS 50 platinum / ARCHOS 53 platinum

Handset type	Smartphone
Dual Sim	SIM 1 2G (GSM/GPRS/ EDGE 900/1800/1900 MHz) SIM 2 2G/3G (WCDMA 900/2100)
Data rate	HSDPA 7,2 Mbit/s - HSUPA 5,76 Mbit/s
Operating System	Android 4.1.2, Jelly Bean
CPU	Qualcomm 8225Q Quad Core cortex-A5 @1,2 GHz
RAM	1 GB
Storage	4 GB
Expendable memory	Micro SD card up to 64 GB
Weight	Archos 50 Platinum: 160.9g Archos 53 Platinum: 189.9g

Size	A50 PL: 143.4x 72.4x 8.9 mm A53 PL: 153.6*78*9.25mm
Battery size	A50 PL: 2000 mAh A53 PL: 2800 mAh
G-sensor	Yes
Proximity sensor	Yes
Ambient light sensor	Yes
GPS	Yes with A-GPS

SCREEN

Type	IPS, Multitouch 5x, Capacitive
Size	5.0 " or 5.3 "
Colors	16 Millions
Resolution	960 x 540 pixel (qHD) 220 DPI
Wide viewing angles	Yes
Glass Type	Full Black laminated process

Connectivity

Sim Type	Mini Sim
Wi-Fi	Yes with DNLA and UpnP + wi-Fi hotspot
Bluetooth	Yes V3.0 + EDR + A2DP
FM	FM stereo
Audio jack	Yes 3.5 mm

USB	Micro USB 2.0 slot (synch & charge)
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MULTIMEDIA

Video Playback	H.264 / AVI/MP4/3GP
Audio Playback	MP3 , WAV (PCM/ADPCM), AAC, AAC+
Photo Viewer	JPEG, BMP, GIF, PNG
Alert type	Vibration, MP3, WAV ringtones
Loudspeaker	Yes

EMAIL

SMS / MMS / EMAIL	Yes
Email protocol	SMTP, POP3, IMAP4, Push Mail

ARCHOS 35 carbon

Handset type	Smartphone
Dual Sim	SIM 1 2G (GSM/GPRS/ EDGE 900/1800/1900 MHz)
	SIM 2 2G/3G (WCDMA 2100)
Data rate	HSDPA 7,2 Mbit/s - HSUPA 5,76 Mbit/s
Operating System	Android 4.0.4 "Ice cream Sandwich"
CPU	Qualcomm 7225A Cortex-A5 @1 Ghz
RAM	512mb
Storage	4 GB
Expendable memory	Micro SD card up to 32 GB
Size	117x62.3x10.2mm
Battery size	1300mAh
G-sensor	Yes

Proximity sensor	Yes
Ambient light sensor	Yes
GPS	Yes

SCREEN

Type	IPS, Multitouch Capacitive
Size	3.5 "
Colors	16 Millions
Resolution	320x480 pixel

CONNECTIVITY

Sim Type	Mini Sim
Wi-Fi	Yes
Bluetooth	Yes 3.0 + EDR
FM	FM stereo
Audio jack	Yes 3,5 mm
USB	Micro USB 2.0 slot (synch & charge)

CAMERA

Back camera	VGA
Front camera	VGA

MULTIMEDIA

Video Playback	H.264 / AVI/MP4/3GP
Audio Playback	MP3, WAV (PCM/ADPCM), AAC, AAC+
Photo Viewer	JPEG, BMP, GIF, PNG

Alert type	Vibration, MP3, WAV ringtones
Loudspeaker	Yes

EMAIL

SMS / MMS / EMAIL	Yes
Email protocol	SMTP, POP3, IMAP4, Push Mail