

ARCHOS Unveils Colorful Platinum Smartphones

Denver – September 25, 2014 – [ARCHOS](#), a pioneer in Android™ and Connected Devices, announces the availability of its new range of Platinum smartphones, the ARCHOS 45c Platinum and ARCHOS 50c Platinum. Equipped with state-of-the-art components, including MediaTek quad-core processors and IPS screens, both smartphones enjoy the smoothness of the Android KitKat® operating system and are now available with three colorful back covers starting at \$99.

A Color for Every Taste

ARCHOS' new Platinum smartphones delivers a splash of color with vivid IPS screens that display an amazing array of colors at different viewing angles and three interchangeable back covers. Included in every unit, a selection of deep black, metallic blue and spicy pink back covers perfectly complement the smartphone's bright screen. The ARCHOS 50b Platinum also comes with a see-through protective case and an 8 GB micro-SD card.



ARCHOS 50b Platinum

Power in Style



ARCHOS 45c Platinum

ARCHOS' 45c and 50b Platinum smartphones are powered by MediaTek's latest quad-core processor and dual SIM capability. They are also equipped with an ultra-sharp 2 MP front camera for better selfies and a 5 MP or 8 MP back cameras with autofocus and LED flash. Perfect for capturing special moments, the smartphones easily record video in full 1080p HD without missing a pixel.

"ARCHOS' latest smartphones bring quad-core performance and the latest multimedia features to the style, utility and affordability conscious consumer," says Siegmund Redl, MediaTek's VP and GM of Corporate Marketing in Europe. "MediaTek is pleased to be powering ARCHOS' latest

Platinum devices."

"The addition of MediaTek's latest quad-core processors gives our Platinum line of smartphones the extra power needed to perform even the most demanding tasks," states Loïc Poirier, CEO of ARCHOS. "The 45c and 50b Platinum smartphones pack surprising performance in stylish and colorful designs."

The ARCHOS 45c and 50b Platinum smartphones are now available for \$99 and \$119 respectively and will be on display at Booth 1A-F09 during HKTDC from October 13th to 16th. For more information about ARCHOS' entire selection of smartphones, tablets and connected objects, visit www.ARCHOS.com or follow us on [Facebook](#) and [Twitter](#).

Technical Specifications

Hardware	ARCHOS 45c Platinum	ARCHOS 50b Platinum
CPU	MediaTek MT6582 Quad-Core 1.3Ghz	
GPU	Mali 400MP2	
RAM	512MB	
Internal Storage	4GB	
Expandable Storage	Micro SD Card up to 64 GB (when formatted to fat32 standard)	
Size and Weight	ARCHOS 45c Platinum	ARCHOS 50b Platinum
Size	5.2" x 2.6" x 0.35"	5.7" x 2.8" x 0.32"
Weight	0.30 lbs.	0.35 lbs.
Screen	ARCHOS 45c Platinum	ARCHOS 50b Platinum
Diagonal Size	4.5 inch IPS	5 inch IPS
Resolution	854x480 (FWVGA)	960x540 (QHD)
Software	ARCHOS 45c Platinum	ARCHOS 50b Platinum
Operating System	Android 4.4 KitKat	
Google Apps	Gmail, Calendar, Hangouts, Maps, Play Music, Play Movies, Play Books, Play Store, Chrome	
ARCHOS Apps	Video, System Monitor, Files, Media Server	
Email Compatibility	POP / IMAP / Exchange Active Synch / SMTP / Push Mail	
Connectivity	ARCHOS 45c Platinum	ARCHOS 50b Platinum
SIM Type	Dual Mini SIM	
UMTS / WCDMA / 3G	2G/3G (WCDMA 900/2100 MHz)	
GSM / GPRS / EDGE	2G (GSM/GPRS/ EDGE 900/1800/1900 MHz)	
Data Rates	HSDPA 21 Mbit/s - HSUPA 5,76 Mbit/s	
SMS/MMS	Yes	
Wi-Fi / Wi-Fi Direct	Yes	
Bluetooth	Yes, with Bluetooth smart	
GPS/AGPS	Yes	
Camera	ARCHOS 45c Platinum	ARCHOS 50b Platinum
Back camera	5MP with Autofocus and flash	8MP with Autofocus and flash
Video Encoding	1080p	
Front Camera	2MP	
Power	ARCHOS 45c Platinum	ARCHOS 50b Platinum
Removable Battery	Yes	
Battery Size	1700 mAh	1900 mAh
Media	ARCHOS 45c Platinum	ARCHOS 50b Platinum
Video Playback	H.264 up to 1080p resolution – 30 fps/ AVI/MP4/3GP	

Audio Playback	MP3 , WAV (PCM/ADPCM), AAC, AAC+ 5.1, OGG Vorbis
Image viewing	JPEG, BMP, GIF, PNG
Alert Type	Vibration, MP3, WAV ringtones
uPnP /DNLA	Yes

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About ARCHOS

ARCHOS, a pioneer in the portable audio and video player market, and now specializing in Android Tablets and Smartphones, has repeatedly revolutionized the market for consumer electronics since 1988. Today, ARCHOS offers its own line of Android Tablets and Smartphones, as well as a full line of OEM devices. In 2000, ARCHOS launched the Jukebox 6000, the first MP3 player combined with a hard disk. In 2008, ARCHOS launched the first generation Internet Tablets, and then the first ever Android powered tablets in 2009. In 2013, ARCHOS launched its first generation of Smartphones with the ARCHOS Platinum series. 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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