

ARCHOS Unveils 50d Helium, Pure Design and Power



Paris – July 7, 2015 – [ARCHOS](#) unveils the ARCHOS 50d Helium, the newest member of its acclaimed Helium line of smartphones, featuring a superb slim design and superior power for pure performance.

“The 50d Helium represents our commitment to bringing 4G connectivity to everybody,” says Loic Poirer, CEO of ARCHOS. “The 50d Helium is a stylish smartphone with outstanding performance and an unbelievable price.”

Visual elegance in a pure, slim design

The ARCHOS 50d Helium showcases an elegant and svelte design highlighted by clean lines and smooth edges. A stylish accessory and companion, it comes with two soft, stone finished interchangeable backs in Storm Blue and Stone Grey to perfectly match your taste.

The ARCHOS 50d Helium features a 5-inch HD IPS screen that accurately reproduces colors and contrasts for the most vivid images. Equipped with 13MP rear and 5MP front cameras, the ARCHOS 50d Helium is the



perfect smartphone to immortalize any moment and capture epic selfies and clear visuals while video-chatting.

Powerful performance, 4G, and Android Lollipop 5.1



ARCHOS 50d Helium is powered by a Quad-Core SnapDragon 410 processor and 1GB of RAM. Blending power and energy efficiency, the 50d Helium also comes with 4G connectivity for blazing fast downloads, making it perfect for everyday use, including browsing the web, watching videos, and gaming.

To ensure a smooth and intuitive interface, ARCHOS equipped its newest smartphone with Android 5.1 Lollipop, the latest Android OS version featuring a variety of technologies to increase battery life. ARCHOS' 5d Helium also has the convenience of being

Dual SIM native, meaning that it supports multiple phone lines at the same time without the need to change SIM cards.

The ARCHOS 50d Helium will be available in July for \$129. For more information about ARCHOS' entire selection of Connected Devices, Smartphones and Tablets, visit us at www.archos.com or contact us through Facebook or Twitter.

Product Specification:

	ARCHOS 50d Helium
Android	Android 5.1 "Lollipop"
CPU	Qualcomm Snapdragon 410 / Quad-Core @1.2Ghz Cortex A53
GPU	Adreno 305
LCD	5" 1280x720 (HD) 293dpi / IPS
RAM	1 GB
Flash	8 GB
External Memory	Via Micro SD
Pictures / Camera	13MP (BSI) Autofocus + Flash / 5MP
Connectivity	Dual SIM Dual Standby GSM/GPRS/EDGE : 850/ 900/ 1800/ 1900 Mhz 3G/H+/DC-H+ : 900/ 2100 Mhz (42Mbps / 11Mbps) 4G/ LTE : 800 /1800 / 2600 Mhz (150Mbps /50 mbps)
	Bluetooth 4.0 LE
	Wi-Fi, Wi-Fi direct, Wi-Fi hot spot
	GPS/AGPS
	Micro USB 2.0

	POP/IMAP/Exchange Active Sync/SMTP/PushMail
Battery	Li-on 2100mAh
Size / Weight	5.75" x 2.84 x 0.33 mm / 5.43 ounces
Price	\$129

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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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