

ARCHOS INTRODUCES ITS FIRST FLASH-BASED PORTABLE MEDIA PLAYER WITH THE ARCHOS 405

The ARCHOS 405 Delivers Style and Function in Silver or Purple, with Expandable SD Card Slot for Holding More than 20 Movies, and TV Recording with Optional DVR Station



DENVER – August 30, 2007 – ARCHOS introduces today the first flash memory [Portable Media Player](#) (PMP) in its innovative consumer electronics line, the ARCHOS 405, the only PMP with expandable storage, featuring an SD (Secure Digital) slot that brings total capacity up to 18GB*. Also for the first time, ARCHOS offers two color options—sleek silver and stylish purple—providing the first PMP with form, function and fashion for trend-setting consumers.

The new [ARCHOS 405](#) is designed for young, style-conscious consumers interested in carrying their video, music and photos in one elegant player, with the option to select the capacity size that suites their needs and budget. Priced under \$200, the ARCHOS 405 features a 2GB* [flash](#) storage drive, DVD-quality¹ playback on a 3.5-inch screen, slim design only one-half-inch thick, and four-ounce weight, making it the lightest, most portable PMP in the ARCHOS video player line-up. No other PMP in the price category offers the flexibility and colorful options found in the new ARCHOS 405. Whether in line at the bank, waiting for the train or checking out your latest photos with friends, the ARCHOS 405 fits the bill.

Keep More than 20 Movies with You on High Capacity SD

The ARCHOS 405 features an [SD card slot](#) for expanding the capacity of the player from 2GB* up to 18GB*—enough to hold more than 20 movies², 10,000 songs¹ or 180,000 photos¹. The SD slot is the most flexible in terms of media support, accommodating SDHC (SD High Capacity), mini-SD, and micro-SD cards (with adapter), and allows consumers to swap SD cards between digital cameras, mobile phones and the ARCHOS 405 for easily sharing and enjoying video, music and photos.

“The combination of Flash, expandable storage, and colorful style makes the ARCHOS 405 the most exciting new portable media player on the market,” said Henri Crohas, ARCHOS founder and CEO. “We’ve taken one of our most popular design-factors with the 3.5-inch screen, and added the latest, most flexible storage options for discerning customers. Combine these distinctive technologies with a fresh new color scheme, and the ARCHOS 405 will thrill an entirely new base of young consumers.”

Personalize the 405 with Content, Plug-Ins and Accessories

With a high speed 2.0 connection, consumers can easily transfer movies, music and photos from their computers to the ARCHOS 405, or use SD cards to move content between other devices and the player. The optional [DVR Station Generation 5](#) with integrated [ARCHOS TV Program](#)

[Guide](#) lets consumers turn their player into a portable home theatre—scheduling and recording favorite TV shows and movies directly from the TV, DVD player or cable/satellite receiver.

Consumers can personalize their ARCHOS 405 with plug-ins and accessories such as the [Cinema Plug-In](#) for playing MPEG2/VOB video files³ with AC3 surround sound, and the [Video Podcast Plug-In](#) for playing podcasts in H.264 MPEG4 formats with AAC audio. Accessories include the [Helmet Camcorder](#) for recording video directly onto the ARCHOS 405, the [Mini Dock and Battery Dock](#) for transferring content from device-to-device using USB Host and fast-charging the battery, FM Remote Control, Portable Speakers, Protective Cases and more. Accessories are available on the ARCHOS Web site.

Pricing and Availability

The ARCHOS 405 will be available in North America September 1, 2007 and will retail for \$169.99. Order information and customer support details are available on the ARCHOS Web site at www.archos.com.

The ARCHOS 405 is the smallest PMP in the ARCHOS [Generation 5](#) line of players, which includes the ARCHOS 105, 405, 605, 705 and TV+. The ARCHOS 405 and [ARCHOS 605](#) are available September 1st in North America, the ARCHOS 105 and ARCHOS 705 WiFi will be available at retail this fall, and the company will announce availability of the ARCHOS TV+ later this year.

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.

*1GB= 1 billion bytes; actual formatted capacity is less.

1) MPEG-4 (ASP@L5 AVI, up to DVD resolution), WMV (MP@ML, up to DVD resolution)

2) On average; based on 3.5 minutes/song and 64 kbits/second WMA, on 1000 kbits/second MPEG-4 audio/video encoding and 1h30/movie (for near DVD Quality), on JPEG, VGA.

3) Video Podcast plug-in: H.264 up to DVD resolution and AAC- Cinema Plug-in: MPEG-2 MP@ML up to 10 Mbps (up to DVD resolution) and AC3 stereo sound (5.1)

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