

« Privacy & Security by Design » ARCHOS partners with Liberty

London – Tuesday, June 19th, 2018 – ARCHOS, the French pioneer of consumer electronics, announces today a partnership with Liberty, the UK based privacy and security forerunner towards Internet users. Liberty is developing AIM, a blockchain based solution, powered by the Liberty Browser, a private secured browser and ecosystem allowing users to control and participate in any transaction related to their personal information. Liberty has reimagined and re-engineered the browser and built up a virtuous ecosystem with advertisers allowing users to anonymously share their data with affiliated brands and rewarding them with AIM crypto currency. As a result, the more ARCHOS' users anonymously share, the more AIM tokens they earn. Ultimately, Liberty is rebalancing the Internet in favor of the people not the corporation.

On one side, more than 4.1Bn people around the world use the Internet¹. Their love affair with the Web fuels data creation: by 2020, it's estimated that for every person on earth, 1.7MB of data will be created every second². The collection, sharing and use of this private data powers a \$135Bn industry. On the other side, according to Dalia Research³, the spread of crypto currency's international awareness is deeply groundbreaking. The estimated users of crypto assets worldwide have already minded the gap of +20M.

“ARCHOS is pleased to announce a partnership with Liberty, the blockchain based solution rewarding its user for browsing Internet anonymously”, declares Loïc Poirier, CEO of ARCHOS.

In the Liberty blockchain based solution, users control their data: they store it in an anonymous database, they share it and are targeted whilst paradoxically remaining completely unidentified to brands, and they participate in any financial transactions which uses their data. Advertisers buy access to target users strictly in AIM tokens.

AIM has been conceived as a currency which delivers a value appreciating unit of exchange. AIM will be backed by FIAT reserves and user data. Governance will be undertaken by a Monetary Policy Committee (MPC) who will maintain liquidity, stability and usability of AIM for all stakeholders with independent representation.

Liberty's browser embeds a patented SIM&PIN technology which encrypts any personal information on the device. It will be preloaded starting Q4 on a selection of ARCHOS tablets and smartphones to let its users experience a more private and secured digital life they fully control. ARCHOS' users will have the possibility to create their own personal and private vaults, organized around the online services, networks and brands they trust and use. They will be able to store, share and trade their private data and increase their assets in AIM tokens.

Liberty has already convinced more than 50,000 registered users and 10,000 partners across Europe in less than 12 months.

Privacy as well as security being a major concern for both companies, Christopher Johnston, Liberty's CEO adds: *“We are very proud to have ARCHOS as a contributor to AIM's ICO by promoting Liberty's unique solution with its ecosystem of manufacturers and some of ARCHOS customers”*.

¹ <https://www.internetworldstats.com/stats.htm>

² <https://www.domo.com/learn/data-never-sleeps-6>

³ <https://daliaresearch.com/blog-cryptocurrency-ownership/>

The agreement shall be completed with ARCHOS in AIM tokens which are a huge vote of confidence in Liberty and testament to the value AIM tokens will have in the market. AIM tokens holders will be proposed to store their tokens in the ARCHOS Safe-T Mini.

Availability

A selection of ARCHOS' tablets and smartphones preloaded with the Liberty blockchain based solution will be available starting from Q4 across Europe.

The ARCHOS Safe-T Mini will be available very soon across Europe.

About ARCHOS

ARCHOS, a pioneer in consumer electronics, continues to innovate and revolutionize the consumer electronics 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 designs and democratizes solutions with high innovation value: tablets and smartphones, home and IoT, urban mobility and security of blockchains. With headquarters in France, offices in Europe and in Asia, ARCHOS has become a strong pan-European player. ARCHOS is quoted on Compartment C of Eurolist, Euronext Paris, ISIN Code: FR0000182479.

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About Liberty

LIBERTY, a pioneer in contextualizing technology around the user. Creating innovation in technology and usability, to put the user in control of their digital sovereignty. Publisher of the Liberty Browser, winner of the best ICO at the Blockchain Economic Forum in Singapore in February 2018, Liberty has been at the forefront of the blockchain revolution, and is rolling out further innovation to allow users to control their personal and digital sovereignty. Liberty democratizes the Internet in favour of the user, not the corporation.

Browser: www.libertybrowser.com

Blockchain ICO: www.libertyaim.io

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