

ARCHOS

ARCHOS 50d Helium: Pure Design, Pure Power



London, 2nd July, 2015 - Today, the French brand ARCHOS is revealing its newest addition to its Helium line of smartphones: the ARCHOS 50d Helium.

“Our new ARCHOS 50d Helium represents ARCHOS’ commitment to 4G connectivity in stylishly designed smartphones for all customers,” explains Loic Poirier, CEO of ARCHOS.

Visual elegance in a pure, slim design

The ARCHOS 50d Helium showcases a slim and elegant design. The product box includes two coloured back cases in Storm Blue and Stone Grey, which evoke high technology and nature simultaneously through their stone finishes. Soft and slightly grainy, the casing material is excitingly unique. The smartphone features a 5” HD IPS screen that fantastically reproduces colours and contrast. The ARCHOS 50d Helium takes 13MP photos through its rear camera,

allowing any moment to be immortalised in a beautiful, crisp shot. Its front camera captures 5MP pictures for great selfies and clear visuals while video-chatting.



Powerful processing, 4G, and Android Lollipop 5.1



The ARCHOS 50d Helium's Quad-Core Snapdragon 410 processor and 1GB of RAM provide the equipment necessary for a myriad of uses such as browsing the web, watching videos, and gaming. To further enhance media and content consumption, the ARCHOS 50d Helium features 4G network technology for faster downloads and great connectivity.

Customers will also enjoy the power and intuitive interface of Android 5.1 Lollipop on the ARCHOS 50d Helium. Android 5.1 Lollipop offers new features such as better battery management and Dual SIM native support, meaning users can experience the convenience of one device for multiple cell phone lines.

The ARCHOS 50d Helium will be available in July for £99.99. For more information about ARCHOS products, please visit our web site: www.archos.com

	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	1GB
Flash	8GB
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	146 x 72.2 x 8.4 mm / 154 g
Price	£99.99

About ARCHOS

ARCHOS, a pioneer in the portable audio and video player market, and now specializing in Android Tablets and Smartphones, has repeatedly revolutionised 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.

For more information on ARCHOS tablets, smartphones, and connected objects, go to www.archos.com, Facebook, or Twitter.

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