

ARCHOS Continues to Develop its White Label Strategy With Major Retailers

Leveraging its four years of Android expertise, ARCHOS has optimised its product development aiming at offering innovative products running Google™ Android™ and focused into the mobility segment, from tablets to smartphones to connected objects. Capitalising on their highly qualified and experienced hardware and software engineering teams based in France, Germany and China, ARCHOS is extending its offer with White Label partners, covering Hardware and Software solutions in Q4 2013:

- **Toys'R'Us** and its **tabeo e2 tablet**. Designed to provide users with an even more compelling tablet experience, this tablet has been engineered specifically for kids of the digital generation. As with the original tabeo, **ARCHOS** has provided a complete ecosystem of Hardware and Software for the **tabeo e2** launching in Toys'R'Us stores in the USA in October for \$150.



- **Tesco** with their newly announced **Hudl tablet** features software engineering and architecture provided by **ARCHOS** for a fully Google certified tablet solution. The **Hudl** will launch in the UK from the 30th of September for £119.

- **Decathlon** with the **Quechua Phone 5**. Ruggedised and made for outdoor sports and activities, the **Quechua Phone 5** features Hardware and Software designed by **ARCHOS**. This merging of **ARCHOS** technology know-how and **Quechua's** outdoor knowledge will be available in France in October at 229€.



- **Auchan** and their complete range of smartphones and tablets under the **Qilive** brand. For a fully Google certified tablet and smartphone brand, **Auchan** chose **ARCHOS** to provide hardware and software to power their **Qilive** brand, available in Europe from October.

- **CurriculumLoft** and their **Kuno IV** tablet customised for education. Now in their 3rd year of providing Kuno tablets, **ARCHOS** is proud to be the hardware partner of such a cutting edge educational solution. The latest Kuno tablet, the **Kuno IV** has been included in CurriculumLoft solutions to schools since august 2013.



“These key partners chose ARCHOS not only because of our hardware and software knowledge but also for our willingness to share our Android expertise,” explains Loic Poirier, CEO of Archos. “The success of these partnerships are a key focus for myself and my teams in contributing to the growth of the company in the coming months and years.”

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ABOUT ARCHOS

ARCHOS, a pioneer in the portable audio and video player market, and now specialising 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. Website: www.archos.com.

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