

## LE MIROIR from ARCHOS: a new, dynamic and innovative way to interact remotely



**Paris - April 15<sup>th</sup>, 2021** - ARCHOS launches Le MIROIR, designed to be both a design object in the home or the office and above all a gateway to instantly and dynamically connect to applications where it is essential to be seen and to see each other from head to toe.

There are many remote uses, covering sports, gaming, shopping, video conferencing. Indeed, since the Covid 19 and its consequences, like the closing of gyms and 100% home working, remote communication has become daily and it is essential to have ergonomic and adapted tools at home.

### **Le MIROIR: a large screen/window open to the world, to communicate with ease.**

Turned off it is a mirror with a sober and sleek design that is suitable for all types of interiors and all rooms in the home. When switched on, the device takes on its full meaning and reveals a high definition screen with an excellent color density and an extra wide viewing angle.

With a 32-inch screen in portrait mode, mounted on the wall or placed on its stand, Le MIROIR lets you see your interlocutor as if they were standing in front of you in reality. Connected via WiFi or Ethernet and equipped with quality speakers and a high-definition camera, Le MIROIR allows you to easily communicate with your interlocutors, as if they were nearby. Finally, thanks to its touch screen and Android OS, users can easily access their favorite applications or media content, just like on their smartphone or tablet.

# ARCHOS

## Le MIROIR: your coach at home

In recent years, online fitness practice via YouTube or sports apps has grown significantly and has exploded over the past year with the closing of gyms and other indoor sports facilities. Le MIROIR by ARCHOS revolutionizes this way of exercising. Indeed the trainer, whether live or in replay, will be almost full size in front of the user, it is ideal, for example, to perform your fitness session perfectly. In addition, if performed live the coach will be able, as in a gym and via the webcam to verify the user is doing the movements correctly and will communicate to him as if he were in front of him. Finally, the user will see himself, like in the gym, in the mirror-part of the object to make sure his movements are correct.



## Your mirror becomes smart



Who hasn't wished they could have tried-on clothes bought online stores before receiving them?

With Le MIROIR this will be possible. Thanks to the webcam, the device will be able to take the user's measurements and create a 3D avatar for him in his image. Then nothing could be simpler than checking that the selected garment is the right size or the right color.

## Le MIROIR: videoconferencing as if you were there

We all became masters in the use of various videoconferencing applications, both in the professional environment for remote team meetings or on a personal level for "aperitif games" with family or friends. Thanks to Le MIROIR you will finally be able to see your interlocutors in real size as if they were in person in your office or living room, communication is natural and spontaneous.

ARCHOS will announce in the coming weeks numerous partnerships to illustrate all these new uses and thus offer new user experiences.

## Availability and Prices

Le MIROIR will be sold in Europe starting June 2021 at 799€ including VAT, 665€ excluding VAT for business partners

## PR Contacts

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### About ARCHOS

ARCHOS, a pioneer in consumer electronics, has constantly revolutionized this market. The French brand has been the first to offer a hard disk MP3 player in 2000, a multimedia player in 2003, Google Android™ tablets in 2009, an ecosystem for the smart home from 2014 and PicoWAN, the 1st collaborative network dedicated to connected objects, in 2016. Today, ARCHOS designs and democratizes solutions with high innovation value worldwide: mobile solutions, artificial intelligence and blockchains. With a head office in France and offices Asia, ARCHOS is listed on Euronext Growth Paris, ISIN Code: FR0000182479 [www.archos.com](http://www.archos.com)