

14 October 2011

Press Release

Students will be able to get the first tablet PC with a 3G+ internet plan for just €0.66 per day thanks to Bouygues Telecom and ARCHOS, in partnership with the French Ministry of Higher Education and Research



Thanks to this initiative, higher education students will have a data allowance of 1GB¹ per month for €0.66 per day (€19.90/month) when they purchase an ARCHOS 80 G9 tablet PC and the 3G+ ARCHOS 3G Stick for just €1 (with a 24-month contract). What's more, if students exceed their data limit they can continue to surf for free, although with reduced bandwidth.

Bouygues Telecom is not limiting the number of students who can sign up for this offer, which is available exclusively via the Bouygues Telecom online store until 15 January 2012. The offer includes unlimited access to Bouygues Telecom's Wi-Fi hotspots. Students can use their 3G+ Internet allowance on a tablet PC or any other PC thanks to the ARCHOS 3G+ stick included with the offer. The stick is designed to plug easily into the back of the tablet and is also compatible with laptops.

"We're delighted about this exclusive partnership with ARCHOS, which lets us propose an unprecedented package for students. The Bouygues Telecom 3G+ network will let students get the most out of their ARCHOS 80 G9, a superb Android tablet that does absolutely everything they want and need from a mobile device," said Olivier Roussat, Chief Executive Officer of Bouygues Telecom.

"ARCHOS promised to develop a very attractive product for students and that is exactly what we've done. We're very excited to be launching this solution exclusively with Bouygues Telecom. This offer reflects our companies' shared commitment to giving students the very best technology at a very affordable cost. The quality and coverage of the Bouygues Telecom 3G network is a decisive factor behind the success of this operation," said Henri Crohas, Chairman and founder of ARCHOS.

French Minister of Higher Education and Research Laurent Wauquiez welcomed the decision by telecom operator Bouygues Telecom and equipment maker ARCHOS to team up to prepare a tablet offer specifically for students available for the start of the 2011/12 school year. From the outset, the operation was conceived as being open to all operators and manufacturers to provide students with a wide choice of devices and subscriptions. Laurent Wauquiez emphasized the importance of giving students access to the best technology to give them every chance for academic success. The minister noted that digital technology has become an essential educational asset and a vital teaching resource, helping prepare students for successful professional careers. The cost of digital access is often prohibitive for students, even though this is one of the keys to guaranteeing equal opportunity.

The ARCHOS 80 G9 is the latest-generation tablet in the ARCHOS range. This high-performance, ultra-competitive tablet is powered by an OMAP4 smart multi-core processor that connects to 3G networks using a 3G stick. The tablet runs under Android 3.2 "Honeycomb", the latest version of Android designed for tablets. The ARCHOS 80 G9 boasts a full suite of Google mobile applications plus access to the Android Market™, with over 250,000 apps, including books, social networks, news and more. Everything about the ARCHOS 80 G9 is perfectly matched to the needs and lifestyles of students. The compact 8-inch 4/3 format slips easily into a bag and weighs in at an ultra-light 465 grams. Equally important for students is the extended battery life, making this an ultra-mobile solution for every situation, from sharing class notes to surfing the Web or studying for exams. There is a built-in kick stand to hold the tablet in a comfortable reading position for long documents.

The integrated USB interface lets users connect a keyboard or mouse, transforming the tablet into a fully-fledged laptop for easy text entry. The ARCHOS 80 G9 is equipped with a Mini HDMI interface to take advantage of the Android™ TV display, including HD video. Students can save all their content right on the tablet memory or on a micro SD card.

Availability

The Bouygues Telecom/ARCHOS student offer will be sold on the Bouygues Telecom website from the beginning of November.

About ARCHOS

Archos, pioneer in the portable audio and video player market, and now specialised in Android powered Internet Tablets, has repeatedly revolutionised the market for consumer electronics since 1988. Today, ARCHOS offers Internet Tablets, Tablet PCs and MP3/MP4 players. In 2000, ARCHOS launched the Jukebox 6000, the first MP3 player combined with a hard disk. Then in 2003 ARCHOS introduced the first portable multimedia players with TV recording. In 2006 Wi-Fi is implemented and then touch screens in 2007. In 2008, Archos launched the first generation Internet Tablets, and then the first ever Android powered tablets in 2009. 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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About Bouygues Telecom

Created in 1994, Bouygues Telecom has 11,187,000 mobile customers and 1,023,000 fixed broadband customers. Bouygues Telecom is committed to continually enhancing the customer experience for its mobile and fixed telephone, TV and Internet services. Each day, the company's 9,200 employees develop solutions aligned with changing customer needs and deliver efficient support.

After pioneering the mobile talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans: Millennium (1999) and neo (2006).

Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invented the "all-in-one" solution with ideo the first quadruple play offer in the market.

In 2010, Bouygues Telecom launched Bbox fibre, its very-high-speed offer, and began investing in fibre-to-the-home in high-density areas.

Bouygues Telecom's mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 88% of the population.

Bouygues Telecom is the only operator to be awarded "NF Service Centre de Relation Client" certification from French standards agency AFNOR Certification for all its consumer activities (mobile and fixed) and in 2011 it was also ranked No. 1 for its customer relations in both its mobile (the 5th year running) and fixed* activities. Customer relations centres, a distribution network of 630 Club Bouygues Telecom stores and a website available 24/7 combine to ensure optimum customer service.

** BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2011)*

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¹ *In mainland France (excluding peer-to-peer and newsgroups)*

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