

SAGEMCOM WILL UNVEIL A NEW PHILIPS PICOPIX AT IFA 2012

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LEADER ON THE PICOPROJECTOR MARKET IN EUROPE, SAGEMCOM WILL INTRODUCE A NEW MODEL ALONGSIDE THE EXISTING PHILIPS PICOPIX RANGE AT IFA 2012.

Sagemcom will present its latest models of Philips pocket projectors at IFA 2012: PicoPix PPX 2230 and PPX 2330. These Philips PicoPix, which received the Red Dot Design Award 2012, are designed and managed by Sagemcom under the Trademark License Agreement between Philips and Sagemcom. A real success since their launch before the summer, they are easy to use, are equipped with a strap, and fit in the palm of your hand, allowing for all sorts of uses.

Ultra portable (130g) and equipped with a Lithium Ion battery with a 2-hour lifetime, you can take the PicoPix anywhere you want. It offers large image projection (up to 1.5m diagonally) to share your photos, videos or documents in just a few seconds, and a high quality image (30 lumens, resolution: 640x360, contrast ratio: 1500:1).

Capable of projecting on to any kind of surface, these picoprojectors also have an integrated loudspeaker. They are completely autonomous, and have an internal memory, which allows you to store its contents directly on the device. Thanks to the integrated micro SD card reader it can even be extended.

The USBQuickLink connector has been ingeniously transformed into a wrist strap to keep the product around the wrist, never lose the cable and remove the portable

extra chargers. Once detached, the strap becomes a USB port to use or recharge the PicoPix PPX 2230 and PPX 2330 via a computer or to connect them to most devices. You can then go directly to your camera, game console (PPX 2330), external hard disk or memory stick, by projecting their content on any wall, like a real pocket cinema. In addition, the PicoPix PPX 2330, also offers you the possibility to view streaming videos and is compatible with Apple iPhones, iPods and iPads.

In addition to the existing range, a new Philips pico projector will be previewed at the IFA. This new model will be equipped with WiFi. It will support the standard 802.11b/g/n and will have DLNA functionality in order to connect to your devices and project the content directly, without any cables. It will also have Android inside, which will allow you to show YouTube videos, play games and surf the web without any other device! This new pocket projector will be able to play full HD videos and will have about 100 lumens. The official launch is planned for beginning of 2013.

The Philips PicoPix picoprojectors offer limitless possibilities to project, share and play games with your friends with complete freedom, anywhere, anytime. Just slip them into your pocket or your bag, and take them everywhere you go for all your multimedia needs. They will also become the perfect partner for your smartphone, tablet, laptop, game console, external hard disk or camera.

Philips PicoPix range:



PicoPix PPX 2230



PicoPix PPX 2330



PicoPix PPX 2055



PicoPix PPX 2450



PicoPix PPX 2480

More information on « PicoPixTV » YouTube Channel:
http://www.youtube.com/user/picopixtv?feature=results_main

About Sagemcom

COMMUNIQUÉ DE PRESSE
PRESS RELEASE

French high-technology group with an international dimension, Sagemcom operates on markets of broadband (digital home, digital set-top box, broadband and residential terminals), telecom and energy (M2M, telecommunications infrastructure, smartgrid and metering), and management of documents (printing terminals, software and solutions, digital production workflow).

With a turnover of about 1.5 billion Euros, Sagemcom employs 4 600 people on five continents; already a European leader in most of its key markets, Sagemcom aims to become a world leader in high added value communicating terminals.

Sagemcom is strongly committed to sustainable development through the life cycle of its products: eco-design, energy consumption, ethical code of all its suppliers.

For more information: www.sagemcom.com

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SAGEMCOM

250 route de l'Empereur
92500 Rueil-Malmaison
FRANCE

www.sagemcom.com

Media contact

Aurore Chiquot

Aurore.chiquot@linkrp.eu

+33 1 53 32 11 83