

## SPOTLIGHT ON THE NEW PHILIPS PICOPIX!

January 2012



**A PROVEN FORCE ON THE PICO PROJECTOR MARKET, SAGEMCOM ANNOUNCES THE RELEASE OF TWO NEW PHILIPS PICOPIX POCKET PROJECTORS. THE NEW ENHANCED PICOPIX FEATURE A NUMBER OF IMPROVEMENTS IN TERMS OF BRIGHTNESS, CONTRAST, STYLING AND CONNECTIVITY.**

Sagemcom presents two new Philips pocket projectors: the PicoPix 2055 and the PicoPix 2480. The PicoPix projectors offer an original way of sharing one's universe with others, by projecting high quality images or videos in just a few seconds. So you can get the most out of multimedia content anywhere.

The PicoPix PPX2480 is a perfect pocket companion ready to share the best moments with the family or friends by projecting pictures and videos without it needing to be dark. Thanks to the brightness of the model (up to 80 lumens), the 854 x 480 resolution and the 1000:1 contrast. The integrated Media MP4 Player allows you to share Videos and Pictures right away from a SD Card or USB stick so you can watch movies everywhere – with the integrated battery even on a journey (in the car, in the park...). Equipped with all the necessary connectors (including HDMI), these pocket projectors can be connected to a computer, a smartphone, a tablet or even a games console. Wherever you are, any surface is a potential projection area!

The PicoPix PPX2055 is offering a colourful and bright image with up to 55 lumens (854x480 resolution, 1000:1 contrast) to project from a notebook and is perfectly suited for professional use as well. It can easily be used to project any presentation at a meeting and its size allows you to carry it in a pocket or notebook case.

COMMUNIQUÉ DE PRESSE  
PRESS RELEASE



By way of proof of the success of Philips' pico projectors, the PicoPix PPX2055 won the 2012 iF Product Design Award.

2012

The new Philips PicoPix pocket projectors open up a range of possibilities for sharing multimedia content, giving free rein to the imagination and offering unrivalled image quality.

**Release date:** January 2012

#### **About Sagemcom**

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 over 1.4 billion Euros, Sagemcom employs 6 000 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](http://www.sagemcom.com)

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