

WITH THE TWO NEW PHILIPS PICOPIX,
ENDLESS FUN FOR EVERYONE!

February 2012



LEADER ON THE PICOPROJECTOR MARKET IN EUROPE, SAGEMCOM ANNOUNCES THE LAUNCH OF THE TWO LATEST MODELS OF ITS NEW PHILIPS PICOPIX RANGE. THESE POCKET PROJECTORS ARE FUN AND INNOVATIVE AND HAVE EXCEPTIONAL FEATURES FOR AN EXTREMELY COMPACT SIZE.

Sagemcom presents two new models of Philips pocket projectors: PicoPix PPX 2230 and PPX 2330. These new picoprojectors 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 a 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 new picoprojectors also have an integrated loud speaker. 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, external hard disk or memory stick, by projecting their content on any wall. They are real pocket cinemas, and in addition, the PicoPix PPX 2330 also offers you the possibility to view streaming videos and is compatible with Apple iPhones, iPods and iPads.

The new 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.

The new Philips PicoPix range:



PicoPix PPX 2230



PicoPix PPX 2330



PicoPix PPX 2055



PicoPix PPX 2450



PicoPix PPX 2480

Recommended retail price (retailers are free to determine their pricing policies):

PicoPix PPX 2055: €249,99 including VAT (available)

PicoPix PPX 2230: €249,99 including VAT (available in April 2012)

PicoPix PPX 2330: €279,99 including VAT (available in April 2012)

PicoPix PPX 2450: €349,99 including VAT (available)

PicoPix PPX 2480: €369,99 including VAT (available)

More information on « PicoPix_Attitude » Facebook page:

http://www.facebook.com/?sk=welcome#!/pages/PicoPix_Attitude/218299231601594

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 about 1.5 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 and ethical code of all its suppliers.

For more information: www.sagemcom.com

The Philips brand and the Philips shield brand mark are registered trademarks of Koninklijke Philips Electronics N.V and are used by SAGEMCOM under license from Koninklijke Philips Electronics N.V.

SAGEMCOM

250 route de l'Empereur
92500 Rueil-Malmaison
FRANCE
www.sagemcom.com

Press contacts

Aurore Chiquot
Tel: + 33 1 53 32 11 83
Email: aurore.chiquot@linkrp.eu

Vincent Samuel
Tel: + 33 1 53 32 11 85
Email: vincent.samuel@linkrp.eu