

STUDENTS IN THE SPOTLIGHT WITH THE PICOPIX CHALLENGE

November 2013

Studyka

We love challenges!



SAGEMCOM ANNOUNCES THE LAUNCH OF A STUDENT CONTEST IN SEVERAL EUROPEAN COUNTRIES BASED ON ITS RANGE OF PICOPIX POCKET PROJECTORS.

Sagemcom, the European leader in the picoprojector market, is launching a student competition based on their Philips PicoPix range. It will run in partnership with Studyka and all its partner schools across France, the United Kingdom, Germany, Italy and Austria. The purpose of this contest is to challenge students, "How do you create a buzz with PicoPix?"

The contest consists of several steps:

1. The first step is a pre-selection step where each team of students that has applied will send a proposal containing their creative ideas.
2. The second step is a selection step: the 25 most creative teams will be chosen. They will get a Philips PicoPix pocket projector to make their idea realistic and film their 'making of'.
3. In the final step, 6 teams will be chosen to present their projects to a jury of Sagemcom managers. The final ranking will be established and the teams will receive prizes, among which the latest innovative Philips products.

European students will be in the spotlight. They will need all their imagination and creativity to win this contest, based on the range of Philips PicoPix picoprojectors!

To find out more about the Studyka operation, go to: <http://studyka.com/picopix>

Twitter : #PicoPix

A propos de 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 (telecommunications infrastructure, smartgrid and metering), and management of documents (printing terminals, software and solutions, digital production workflow).

With a turnover of about 1.3 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

A propos de Studyka

Studyka is an innovative company launched by a group of young graduates with complementary profiles (engineering school, business school, university).

Their goal is to break down barriers within higher education by enabling students to get closer to the business world.

More information on www.studyka.com

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For further information: www.picopix.philips.com

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