

## **SAGEMCOM LAUNCHES THE NEW BOX 8 TV SET-TOP BOX OF SFR, INTRODUCED ON FRENCH MARKET IN AUGUST.**

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**SAGEMCOM AND SFR ANNOUNCE THE LAUNCH OF THE BOX 8 TV OF SFR, CO-DEVELOPED BY THEIR TEAMS, A NEW EXTREMELY POWERFUL SET-TOP BOX THAT DELIVERS VERY HIGH-QUALITY PICTURE AND SOUND, AND THAT ALSO ASSOCIATES A VOICE ASSISTANT TO CONTROL THE VIDEO AND AUDIO ENTERTAINMENT EXPERIENCE WITH THE VOICE, AND INTEGRATED LOUDSPEAKERS.**

This innovative device belongs to the Video Soundbox™ product range developed by Sagemcom to meet ever-growing demand of customers for next-generation boxes aggregating immersive entertainment with voice commands and smart assistant services.

As far as video is concerned, the product is ready for 4K HDR and Dolby Vision, delivering a highly contrasted, detailed picture with vivid colors. For the sound, Dolby Atmos compatibility allows a “movie theater” sound at home.

Integrated voice assistant allows to control the set-top box with the voice. Without any remote control, through a user interface developed by Wiztivi, channel change, pause a program to play it later, search a content for replay is carried out instantaneously. Next autumn, product will also integrate Amazon Alexa®.

*“Our SFR Box 8 will set a new standard for consumer entertainment and connected experiences in the home,”* said Grégory Rabuel, Executive President for General Public and Companies at SFR *“Through our combined partnership in connected home technologies, this new product will bring voice and media together for an unprecedented user experience.”*

Olivier Taravel, Deputy CEO of Sagemcom, in charge of Audio Video Solutions business unit, said: *“This Video Soundbox™, combining best of picture, sound and voice, illustrates Sagemcom ability to integrate leading-edge technologies in its products. We are proud to offer our expertise in co-developed & manufactured of Audio and Video devices to our customers.”*

#### **About Sagemcom**

A French high-tech group of international dimensions, Sagemcom operates on the broadband (set-top boxes, multi-gigabit gateways), smart city and Internet of Things (founding member of LoRa Alliance) markets.

With a revenue of 2.1 billion euros, Sagemcom employs 5,500 people on five continents. Sagemcom aims to stay a world leader in communicating terminals with high added value.

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