

freebox  
pop.



press  
pack  
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## The Freebox Pop includes:



the **Pop Server Pop** to connect to the network (Fiber or ADSL 2+/VDSL2)

The **Pop Player** to access audiovisual services

The **Pop Wi-Fi Repeater** to have uninterrupted, whole-house Wi-Fi coverage

**And true to Free's values, subscribers can choose exactly what they want. They can have:**

- the Pop Server;
- the Pop Server + the Pop Player;
- the Pop Server + the Pop Wi-Fi Repeater;
- the Pop Server + the Pop Player + the Pop Wi-Fi Repeater



## ultra-fast Fiber.

Designed for Fiber, the Pop Server is ultra-fast. The Freebox Pop has double the shared download speed<sup>1</sup> of the fastest boxes currently on the market.

- **Up to 5 Gbps (shared) download<sup>2</sup>**
- **Up to 700 Mbps upload**
- **100 times faster than ADSL**

Say goodbye to those annoying Internet slowdowns when the whole family is connected at the same time! The Freebox Pop has been specifically designed to accompany the rapid growth in use of digital technology.

And for subscribers who don't have Fiber yet, the Freebox Pop is compatible with ADSL 2+ and VDSL2. As soon as their homes become eligible, they will be able to switch to Fiber free of charge.

### **A new Free subscriber connected up to Fiber every 20 seconds**

In France, more than one household in two is now eligible for Free Fiber, i.e. nearly 17 million households across the country. Free is continuing to rapidly roll out its Fiber network throughout France and is currently connecting up a new subscriber every 20 seconds. So for those who aren't eligible yet - don't worry, Free Fiber will be with you very soon!

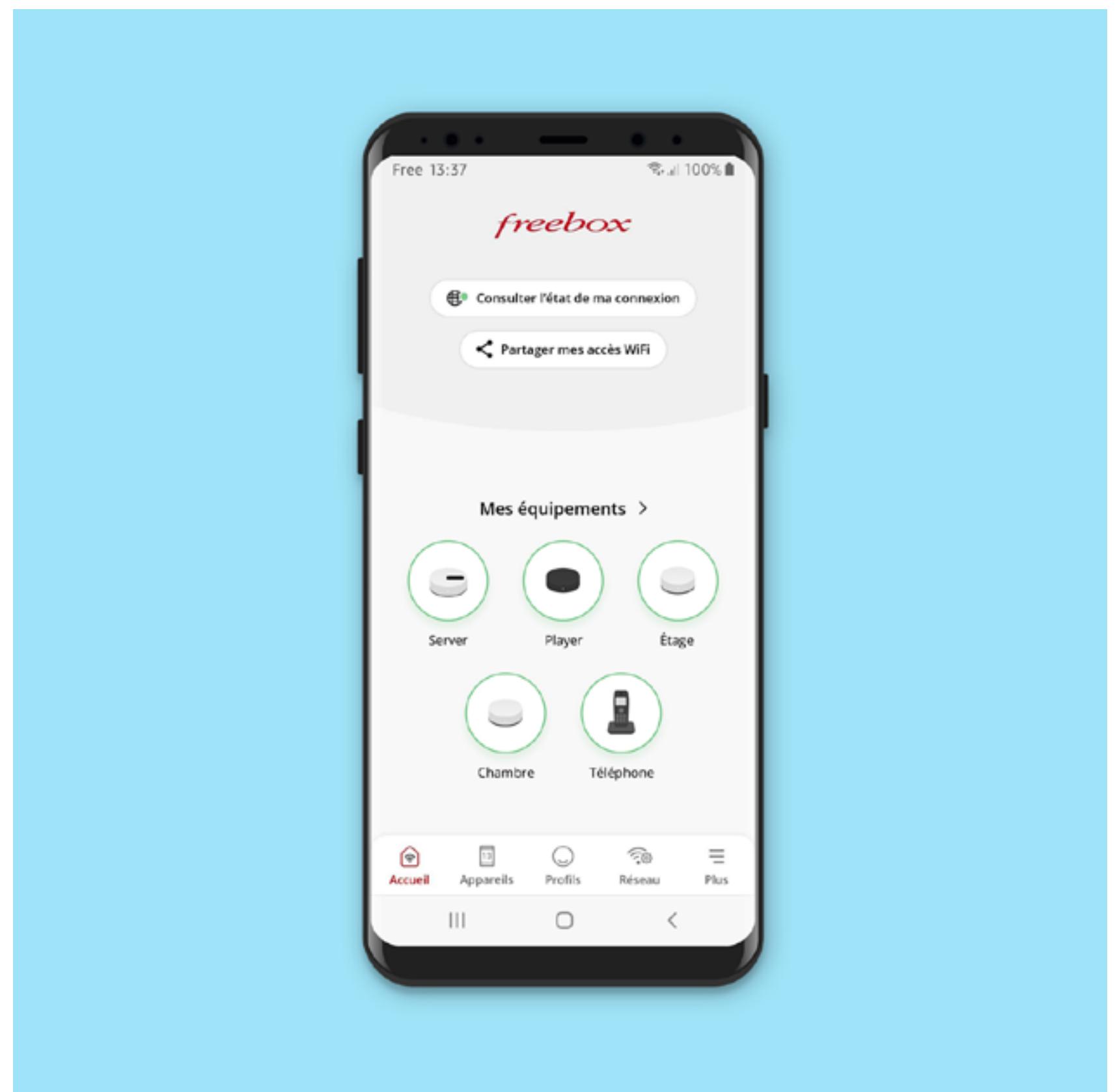


<sup>1</sup> Maximum theoretical download speed via Ethernet.

<sup>2</sup> Up to 2.5 Gbps on 1 Ethernet port, 1 Gbps on 2 Ethernet ports and 0.5 Gbps on Wi-Fi. Fiber: maximum theoretical download and upload speeds

# fast and ultra-high-performance Wi-Fi.

The Freebox Pop offers high-performing, fast and reliable Wi-Fi that is compatible with all household devices.



## Ultra-high-performance Wi-Fi

It couldn't be easier to configure your Wi-Fi connection - the network configures immediately thanks to the QR code on the Pop Server. Gone are the days when you needed to key in a never-ending string of numbers and letters!

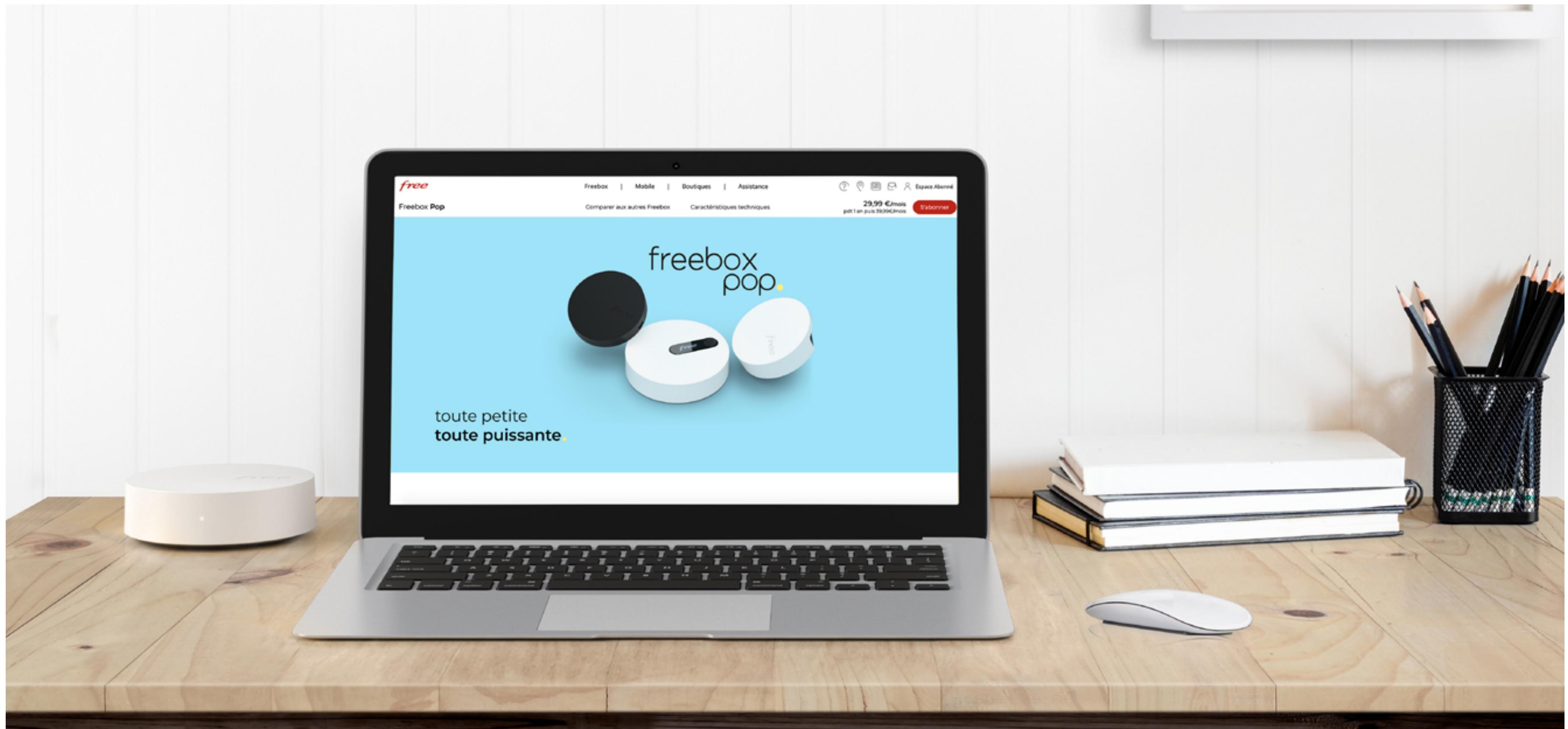
Thanks to the multi-user MIMO function, members of your household can use their devices simultaneously without affecting their Internet connection.

And of course we haven't forgotten security. The Freebox Pop comes with the latest Wi-Fi security standard - WPA3, which offers the most secure encryption in the world. And all available software updates will automatically install on the Server.

## The new Freebox Connect app makes it super easy to manage your Wi-Fi

Free has gone even further in enhancing the user experience. With Freebox Connect, it's super easy to manage your Wi-Fi, anywhere, anytime, in just a few clicks. With this app, subscribers can:

- See all of the devices connected to their network and their speeds, in real time.
- Create family profiles to control kid's screen time.
- Schedule their Wi-Fi, e.g. switching it off at night, or during the day when they're out or on vacation.
- Share their Wi-Fi and create a guest Wi-Fi connection.
- Set Wi-Fi restrictions to define who can have access.
- Mask the Wi-Fi key on the display so that nobody can connect without approval.
- Switch to Dark Mode.



## **a premium Wi-Fi Repeater included.**

With its included Wi-Fi Repeater, the Freebox Pop can extend the Wi-Fi range to all corners of the home.

Freebox's teams have designed a top-of-the-market Wi-Fi Repeater for the Freebox Pop. Thanks to this new product, subscribers have access to fast and reliable mesh-compatible Wi-Fi giving a seamless network throughout their home, even when moving from one room to another. Depending on the size of the home, one or more Repeaters can be installed to give blanket coverage.

### **A smart Wi-Fi Repeater**

The smart functions of the Pop Wi-Fi Repeater will enable users to:

- Have high-quality Wi-Fi in all rooms of their home thanks to Band Steering technology (automatic connection to the best frequency band).
- Move around their home without being cut off thanks to AP Steering technology (automatic connection to the best access point, i.e. the Server or the Repeater).

### **A highly user-friendly product**

The Pop Wi-Fi Repeater has been designed to make subscribers' lives easier:

- It's plug and play, with automatic installation and configuration.
- It can be installed in any room.
- It has an LED indicator to help find the perfect spot





## an exceptional TV Player.

Watching your favorite programs on the Freebox Pop is a smooth, ergonomic and totally immersive experience.



### Exceptional picture quality with Dolby Vision technology

Equipped with Dolby Vision 4K HDR technology, the Freebox Pop immerses viewers in an Ultra High Definition picture quality, with vivid colors, spectacular contrasts and a screen resolution 4 times sharper than Full HD.



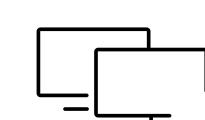
### Premium sound thanks to Dolby Atmos compatibility

The Freebox Pop offers a dynamic sound experience thanks to Dolby Atmos's premium sound quality. When using Dolby Atmos compatible devices, TV viewers can enjoy a totally immersive and ever-more realistic experience.



### A catalog of one-click-access apps

The Freebox Pop gives subscribers a vast choice of thousands of apps on their TV (thanks to the latest Android TV operating system), offering a seamless, reactive experience.



### A multi-TV option

Each family member can watch a different program if several TVs in their home are equipped with a Freebox Pop TV Player (add-on option at €4.99 per month<sup>3</sup>).

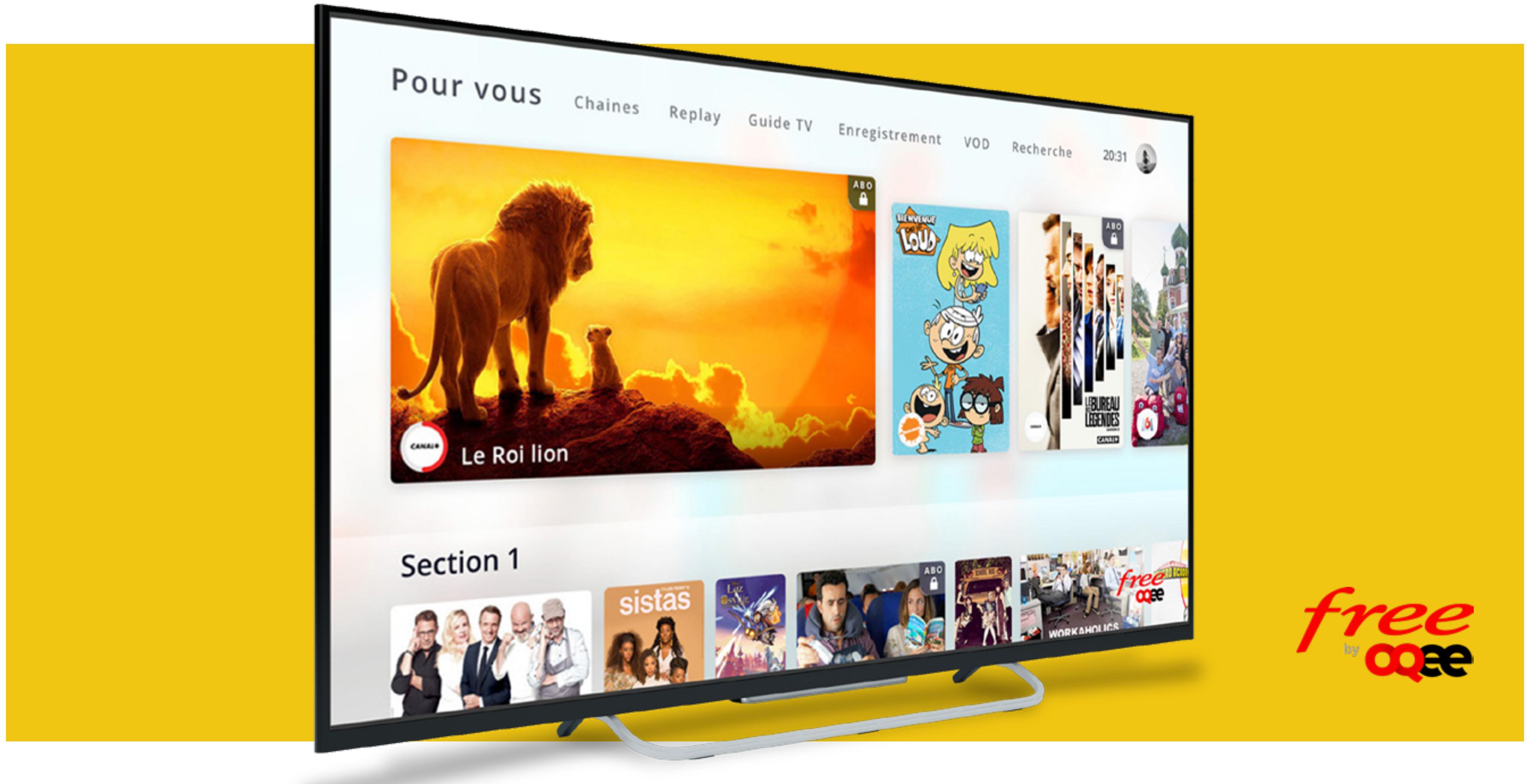


### A streamlined, ergonomic remote control

To make life as easy as possible for our subscribers, our teams have designed a remote control that is very straightforward to use, giving one-click access to all of their favorite programs.



<sup>3</sup> Subject to compatibility of the subscriber's TV(s). €4.99 per month per Freebox Pop TV Player plus €10 shipping costs. Offer available via our online Subscriber space.



## a new TV interface: Free by OQEE.

The Freebox Pop gives subscribers a new TV interface: Free by OQEE, which brings them their favorite TV programs and enhanced channel control functions for an excellent user experience.

Free by OQEE provides access to over 500 live channels, more than 220 of which are included in the basic package. And our Player is compatible with all TVs rather than just the latest models on the market, so you don't need to change your TV to make the most of it all!

And it's never been easier to access all of this content, as Free by OQEE offers a wide range of advanced functionalities:

- A catch-up TV service, giving access to more than 100 channels with 40 channels included in the basic package, so you can watch your favorite programs after they've aired.
- A recording function, with 100 hours included in the Freebox Pop plan (€0.02/hour/month in excess of 100 hours).
- Live pause so you can go back to a program later or re-watch a section.
- A start-over function<sup>4</sup>, to catch up on a program from the beginning after it's started airing, without having to record it, just at the touch of a button.
- Program recommendations: the interface will make personalized recommendations on the home screen, including subscribers' favorite channels and live programs or VOD that might interest them, classified by category (news, entertainment, comedy, drama, etc.).

<sup>4</sup> Subject to program and channel availability.



## access to the best TV content (add-on options).

Thanks to our partnerships with the biggest content publishers, Freebox Pop subscribers have the add-on option<sup>5</sup> of access to the best TV content.



Freebox Pop subscribers can sign up to Netflix and watch its wide variety of content through the Freebox Pop, including original series, movies and stand-up comedy shows, as well as the latest blockbusters such as Spike Lee's *Da 5 Bloods*. Users can also watch their favorite programs on more than one screen (TV, tablet or smartphone).



Prime Video offers unlimited and exclusive access to a catalog of award-winning Amazon Original programs, popular movies and series, and TV programs, available on all devices (TV, smartphone, tablet, PC, etc.). Its range of must-see series includes titles such as *True Story Avec*, *Upload* and *Carnival Row*.



The CANAL+ offers available via the Freebox Pop (as well as on PC, tablet and smartphone) give subscribers access to the leading channels and services for movies, series and sport, including Disney+, Netflix, OCS, Ciné+, BeIN SPORTS and Eurosport.



And of course, the Freebox Pop also brings subscribers a full range of Video on Demand content - to rent or buy - covering over 20,000 movies, cartoons and documentaries provided by CANAL VOD and Filmo TV.

<sup>5</sup> Netflix option from €7.99/month. Accessible after creating a Netflix account. See [netflix.com](http://netflix.com) for full terms and conditions.  
Amazon Prime option from €5.99/month. Accessible after creating an Amazon account. See [amazon.fr](http://amazon.fr) for full terms and conditions.  
Video on demand (VOD) content billed in addition to the Freebox Pop plan.



## **almost-live highlights of all Ligue 1 Uber Eats football matches.**

The Freebox Pop includes an exclusive football offer - almost-live highlights of all the matches in the Ligue 1 Uber Eats French championship, i.e. 380 matches a season plus the play-offs. Our subscribers won't miss any of the highlights next four Ligue 1 Uber Eats seasons.

Free has purchased from the French football league (the Ligue de Football Professionnel) the rights to broadcast almost-live highlights of all the matches in the Ligue 1 Uber Eats football championship for the 2020/2021 through 2023/2024 seasons. Free is the only platform to offer almost-live access to all of the Ligue 1 Uber Eats matches for the coming seasons.

Based on this exclusive content, we have developed an innovative editorial offering that will be available to Freebox Pop subscribers on their TV via the Pop Server as from August 22.

Subscribers will receive live notifications of all the goals and the best saves and action of all Ligue 1 Uber Eats matches and play-offs, and will be able to watch them in almost-live form. They will also have access to exclusive reports for all matches as well as interviews and debriefings, representing thousands of items of original editorial content that reflect the modern game.

## unlimited calls to mobiles and fixed lines.

The Freebox Pop Plan includes unlimited calls to mobiles in Metropolitan France, French overseas départements (DOM), the USA and China, and to fixed lines in 110 international destinations<sup>6</sup>.



<sup>6</sup> Calls from the Freebox. Excluding short and special numbers and services other than communications. See [free.fr](http://free.fr) for the full list of destinations. DOM: Guadeloupe, French Guiana, Martinique, Mayotte and Réunion Island.

## a stylish, ultra-compact Freebox Pop.

The Freebox Pop has a stylish round design and is ultra-compact. It's the smallest box on the market. A concentration of powerful technologies harnessed in a super-small round package.

- The Freebox Pop has been specifically designed to fit neatly into a home and the rounded form of the white Pop Server makes it easy to plug in the different connectors.
- The Pop Player is particularly compact and slides easily under a TV. It has a black design to make it even more inconspicuous.
- The Wi-Fi Pop Repeater is also completely round, and instead of being the little box you wanted to hide in the house, you're now going to love showing it off!





## **a reduced environmental footprint.**

The Freebox Pop was born out of 15 years of continuous improvement in the design and manufacturing processes used for our Freeboxes with the aim of reducing their environmental footprint.

### **A small size brings big gains for the planet**

By reducing the size and weight of the Freebox Pop to a minimum, we have been able to optimize all of the supply, storage and transport chains associated with its production, and to significantly cut down the related CO<sub>2</sub> emissions.

### **Better energy efficiency**

From one version to the next, we work on reducing the energy consumption of our Freeboxes. Compared to its equivalent models – i.e. the Freebox Revolution and the mini 4K – the Freebox Pop uses 40% less energy but is five times more powerful. Subscribers can also optimize their electricity consumption by using the Wi-Fi scheduling function (setting timeslots, cutting off the Wi-Fi etc.) in the Freebox Connect app.

### **A new product that will be re-used and recycled**

All of our boxes are designed and made in-house by our subsidiary, Freebox. This means we can guarantee that our products will be re-used for many years, as we carry out repairs and refurbishing ourselves. We also encourage our subscribers to return products in good condition so they can be more easily recycled.

### **Less packaging and more eco-design**

As the Freebox Pop is smaller, it needs less packaging. And for the packaging it does need, i.e. cardboard and padding, we use eco-designed, recyclable products and only moderate amounts of ink and finishing coats. Less really is more.

### **A Freebox designed to last**

At Free, we are taking action against planned obsolescence of consumer goods. So, like all of our boxes, the Freebox Pop is designed to last at least 10 years.

### **Less CO<sub>2</sub> along the entire supply chain**

We're doing everything we can to drastically reduce the CO<sub>2</sub> emitted by our supply chain. For example, we've stopped using air freight and have put in place a multi-modal transport system combining rail, road and sea. For the Freebox Pop, this policy has been extended to the last mile, with deliveries made in time slots chosen by the subscriber to maximize the chances of first-time delivery. And in large towns and cities, deliveries are only made by electric vehicle.



## top-quality network infrastructure.

At Free we have invested massively in rolling out our own telecom infrastructure and offering top-quality networks across France. Today we have 2 million Fiber subscribers and some 17 million connectible Fiber sockets.

Since the launch of the first Freebox Broadband plan in 2002, Free has worked unceasingly to deploy its own infrastructure and to bring broadband, followed by ultra-fast broadband, within everyone's reach.

With over 15,000 points of presence in operation in France, today Free gives 95% of the country's population the possibility of accessing triple-play solutions via xDSL. And thanks to VDSL2 technology, more than 20% of our subscribers have speeds of over 30 Mbps.

At the same time, we have also invested massively in rolling out our fiber to the home (FTTH) network.

For this we have chosen 10G EPON Fiber technology – the fastest in the world – and to date are still the only operator in France to have done so. With almost 140,000 km of Fiber rolled out across the country, Free currently has some 17 million connectible sockets and a presence in all of the regions of Metropolitan France.

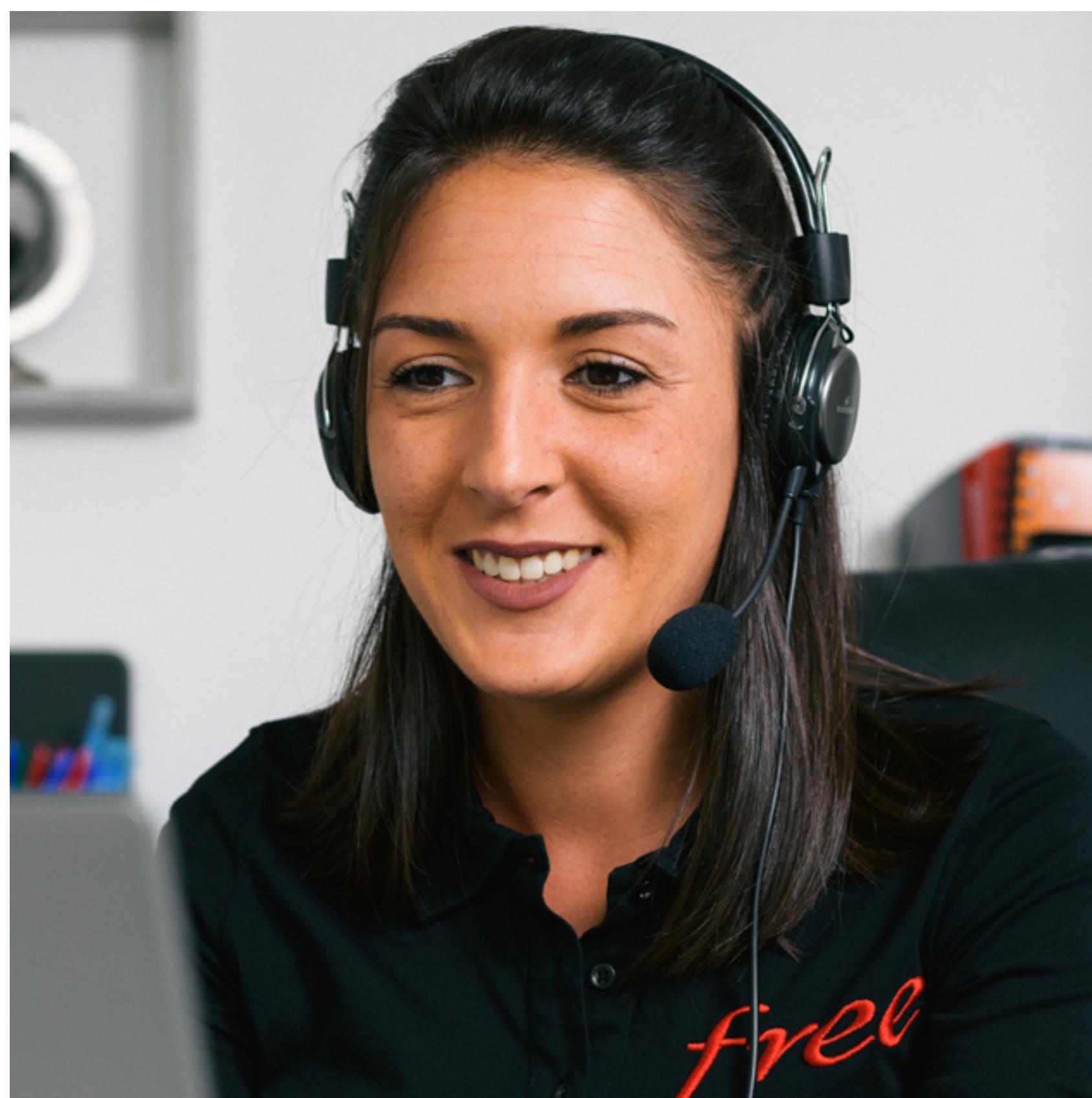
This strategy has given Free a top-quality ultra-fast network, which has been praised by French users. In 2019, Free Fiber was ranked as the leading Fiber operator in terms of speeds in the nPerf<sup>7</sup> survey, and Free has had the market's highest number of new Fiber subscribers for the past several quarters.

<sup>7</sup> nPerf survey published on January 7, 2020: average FTTH download and upload speed in Metropolitan France in 2019. See [www.nperf.com](http://www.nperf.com).



## a local network to serve subscribers.

Free has some 8,500 people based throughout France who are committed to providing top-quality subscriber services day in, day out.



### Some 4,000 technicians on the ground

Around 3,000 people work on deploying and maintaining our fixed and mobile infrastructure across France. And every day, 1,000 roaming technicians work at subscribers' homes to connect them to the network, start up their equipment or provide them with technical assistance.

### FreeHelpers at our contact centers

Free has set up its own contact centers to provide sales advice and technical assistance to subscribers. Our FreeHelpers listen carefully to subscribers' needs by phone, chat or videoconference. And our highly-committed teams relay our values of customer care, customer closeness and service excellence, in line with our overall corporate mission.

### 90 stores across France

We already have more than 90 Free Centers and are continually expanding our store network in order to be as close to our customers as possible. Our stores are the perfect place to find out about all of Free's services, sign up to a plan in just a few minutes, handle the latest cell phones or try out our Freeboxes. The Freebox Pop is already on show in all of our Free Centers and our advisors are eager to demonstrate it to everyone!

Click here for an interactive map of our stores: <https://www.free.fr/boutiques/nous-trouver#free-center>

**a Freebox Pop on a no-commitment plan  
at a Free-type price.**

**€29<sup>99</sup>**  
■/month

for 1 year, then €39.99/month

**No commitment**

**Includes:**

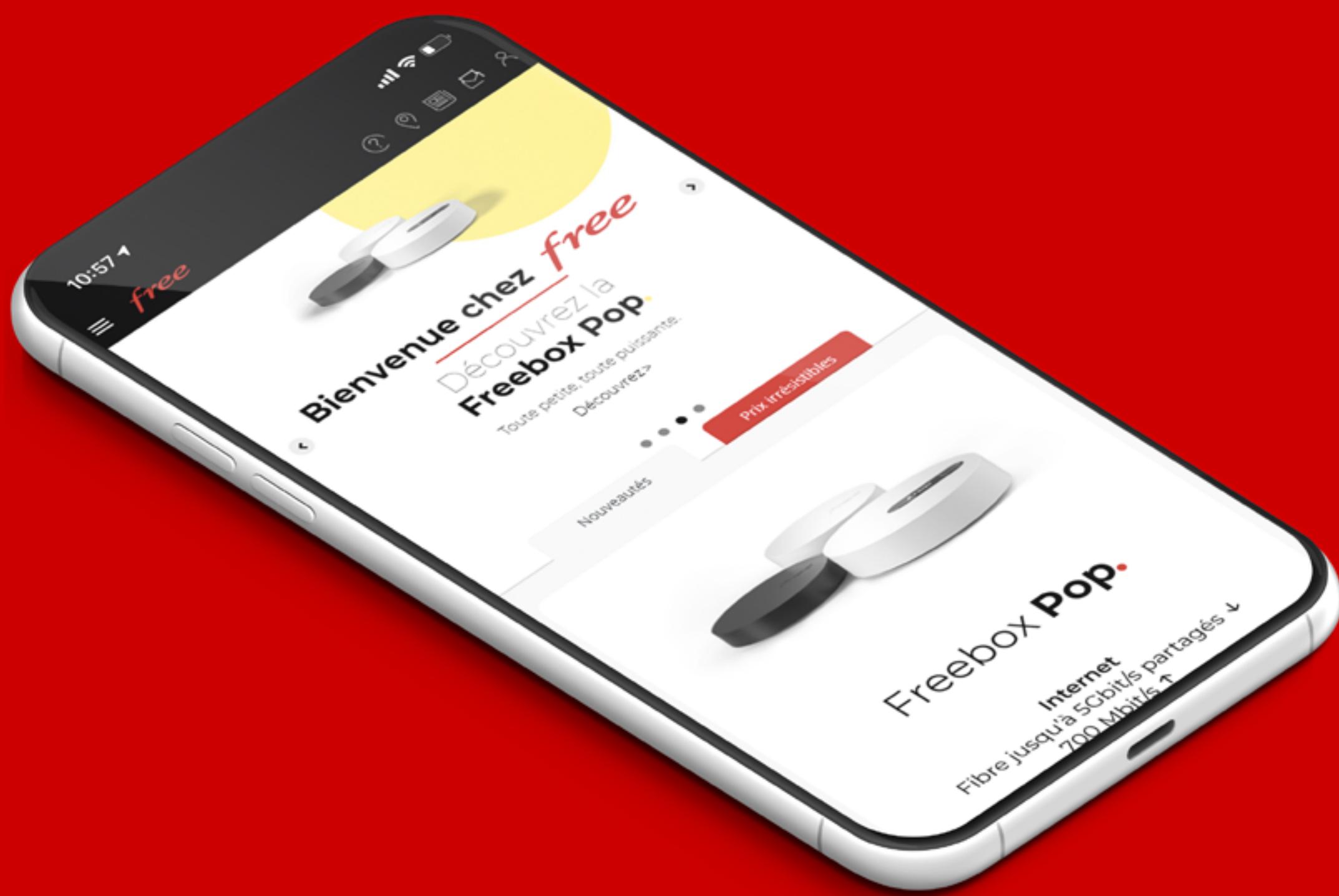
Internet (Fiber/xDSL) - Wi-Fi Repeater - Telephony - TV Player - Free Ligue 1 Uber Eats<sup>9</sup>

**freebox  
pop.**



<sup>8</sup> Offer subject to terms and conditions. Subject to eligibility in unbundled or fiber-connected areas. For Fiber, only available in areas where the optical fiber network has been rolled out and subject to the subscriber's home actually being connected. 4K with Fiber and subject to compatible content/TV. Start-up and termination fee: €49 each. See free. fr for full terms and conditions and eligibility. €10/month discount valid for 12 months, applicable to all new subscriptions to a Freebox Pop plan and only for people who have not signed up to another Freebox plan in the 30 days preceding such new subscription.

<sup>9</sup> Almost-live match highlights of all matches.



## **the Freebox Pop bonus: the Free Mobile plan at half price.**

By signing up to the Freebox Pop plan, subscribers can get an exclusive €10/month discount on a Free Mobile 4G Plan.

Unlimited 4G+ data

€9 99  
■ /month

Unlimited calls/texts/MMS

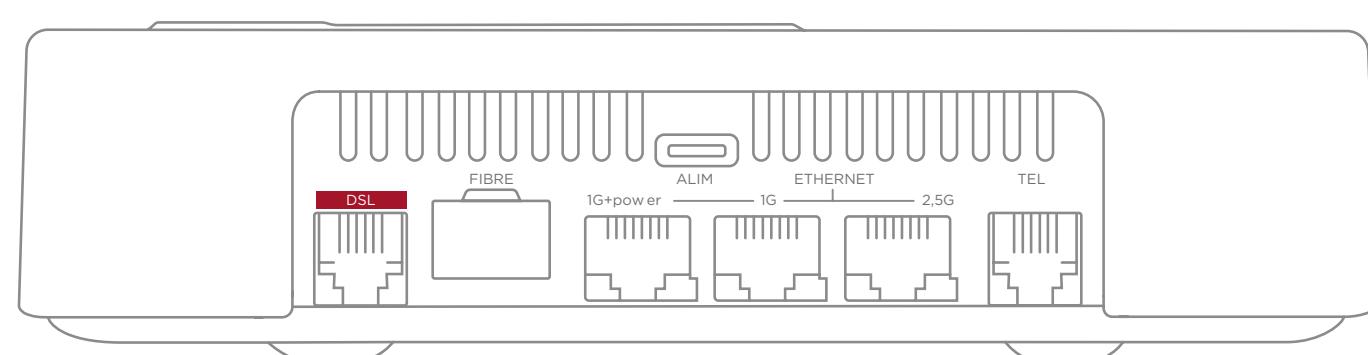
No commitment

Only available to Freebox Pop subscribers<sup>10</sup>

<sup>10</sup> Offer subject to terms and conditions. Valid for one Free Mobile Plan. Discount lost if a subscriber cancels their Freebox Pop plan.

# technical features.

## SERVER



### Dimensions

16.1cm (diameter) x 4cm (height)

Weight: 420g

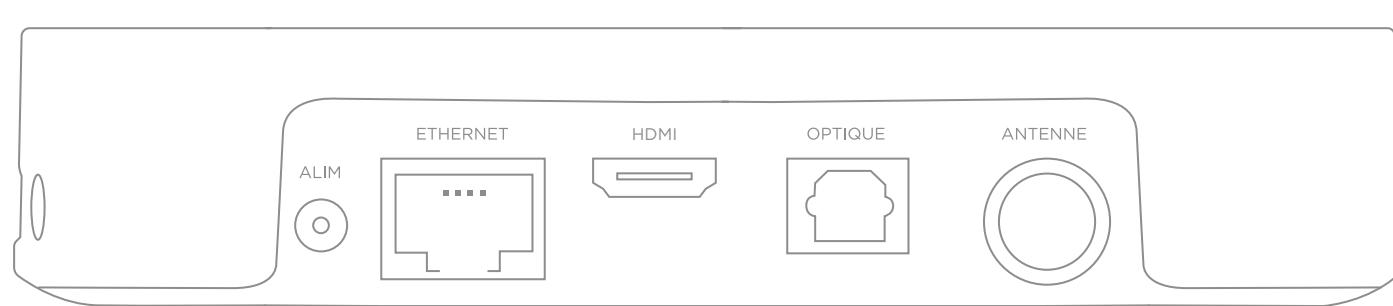
### Connectivity

Fiber, ADSL2+ and VDSL2 compatible  
Wi-Fi: AC 2100 - Dual-band (2.4 GHz and 5 GHz)  
MU-MIMO  
security WPA3

### Connections

Three RJ45 Ethernet ports (1 Gbit + Power, 1 Gbit and 2.5 Gbit)  
connector RJ11 DSL  
Fiber SFP+ port  
Type-C USB port, new standard  
RJ11 connector (Freebox fixed line)  
port USB3

## PLAYER



### Dimensions

12.6cm (diameter) x 2.7cm (height)

Weight: 275g

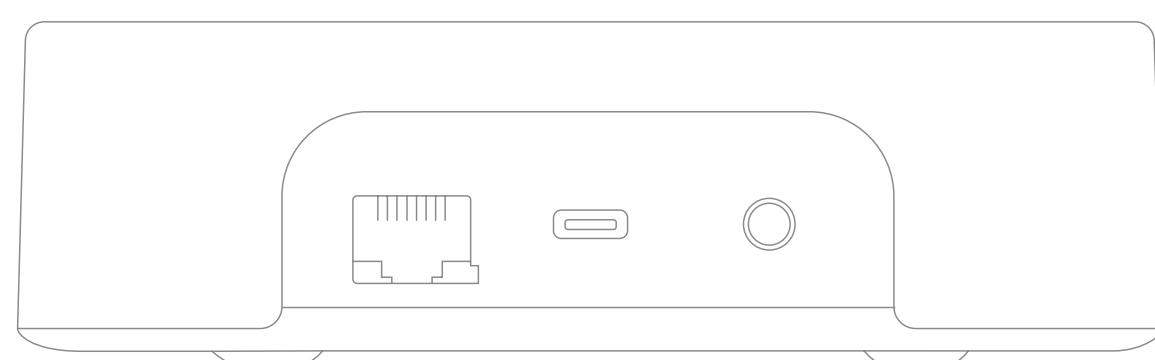
### Connectivity, sound & picture

4K HDR with Dolby Vision  
Dolby Audio Dolby Surround 5.1 / DTS HD / Dolby Atmos compatible  
Wi-Fi 11AC DBS 2x2  
Bluetooth 5.0 Low Energy  
2GB RAM / 16GB storage

### Connections

1 Gbps Ethernet port  
HDMI 2.1 port  
port S/PDIF  
Digital TV antenna socket, compatible with the new DVB-T2 standard  
Micro SD card port  
USB3 port

## Wi-Fi REPEATER



### Dimensions

12.6cm (diameter) x 4cm (height)

Weight: 280g

### Connectivity

AC 1200 Wi-Fi  
MU-MIMO  
Dual-band (2.4 GHz and 5 GHz)  
Multi-AP technology (Mesh)  
AP Steering  
Band Steering  
LED positioning indicator

### Connections

WAN/LAN 1G/s Ethernet port  
Type-C USB port

thank you.



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presse@iliad.fr