



Aston Martin offers a Parrot connectivity solution on its latest supercar.

Paris, June 21st, 2011 - Parrot, one of the leaders in wireless peripherals for mobile phones, announced today that its technology is integrated into Aston Martin's latest supercar.

This announcement is the result of the collaboration between Parrot, Skyships and Aston Martin.

The solution supplied by Parrot is factory-fitted in the "One-77", Aston Martin's supercar sold worldwide.

It is based on Parrot's CK5050+ module. Its features include state-of-the-art hands-free telephony with advanced digital signal processing technologies such as noise reduction and echo cancellation. It also lets drivers enjoy the music from their mobile devices on the car's audio system: the built-in connectivity ports to USB music devices allow drivers to choose their playlists straight from the car's main interface.



The Aston Martin "One-77"



The "One-77" cockpit, with Parrot enabled connectivity features.

« Parrot is proud to collaborate with such an exclusive brand as Aston Martin, on such a flagship vehicle. » said Eric Riyahi, Parrot's Executive VP. " Parrot is a key player in all car market segments and partners with numerous car makers worldwide, for both mainstream and premium brands. This new partnership with Aston Martin marks our expansion to supercars. »

ABOUT PARROT

Parrot, a global leader in wireless devices for mobile phones, stands on the cutting edge of innovation. The company was founded in 1994 by Henri Seydoux as part of his determination to drive the inevitable breakthrough of mobile phones into everyday life by creating high-quality, user-friendly wireless devices for easy living. Parrot has developed the most extensive range of hands-free systems on the market for cars, motorbikes and scooters, including wireless multimedia products geared towards audiovisual applications. In 2008, Parrot launched a new prestige line of high-end products bearing the hallmark of renowned artists and in 2010, the AR.Drone, the first quadricopter piloted via Wi-Fi and using augmented reality.

Parrot, headquartered in Paris, currently employs more than 550 people worldwide and generates 85% of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006. (FR0004038263 – PARRO)

More information : www.parrot.com / www.ardrone.com / www.parrotoem.com

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