

Parrot by: Reinventing the rules of wireless audio!

Parrot, a global leader in wireless devices for mobile phones, reveals at the 2012 Consumer Electronics Show in Las Vegas two wireless audio products which, once again, emphasize the spirit of the 'Parrot by' collection: the perfect match between design and technology.

***ZIK**, the music and Bluetooth phone headset, and **Zikmu SOLO**, the single-piece Hi-Fi stereo speaker, both highly -technological and highly intuitive, will be sold in 2012.*

▪ **ZIK Parrot by Starck: the Bluetooth touch-activated headset**

Under the elegant design of Philippe Starck, the **ZIK Parrot by Starck** Bluetooth headset features high-end technology.



Equipped with an **active noise cancelling** system, it insulates you from surrounding noise in order to guarantee the purest sound experience, whether listening to music or making phone calls.

And because music must be heard in all its harmony, intensity and depth, **ZIK** has powerful **DSP (Digital Signal Processing) algorithms** that recreate the contours of the music in full. This is the "**Parrot Concert Hall**" effect: the music is in front of you, like at a concert!

Access to basic functions is hyper-intuitive, thanks to a **touch panel** located on the entire surface of the **ZIK's** right earpiece. Swipe the panel vertically to set the volume, or swipe it horizontally to skip music forward/rewind.

ZIK also has a **unique presence-sensor system**. Removing the headset puts it into standby mode automatically.

As with all Parrot products, **ZIK** is compatible with all mobile phone brands and accepts a large number of music sources: connecting via a cable jack; transferring audio files using Bluetooth A2DP stereo or using contactless NFC* technology, which has never been achieved before on a headset.

Availability: Coming in 2012

Price: To be announced

▪ **Zikmu SOLO Parrot by Starck: the monobloc wireless stereo speaker**



A single-piece version of the iconic Zikmu Parrot by Starck speakers, **Zikmu SOLO** is a cutting-edge wireless speaker.

With a total power of 100W RMS, **Zikmu SOLO** produces a **stereo sound image** thanks to its new side speakers, and flat-panel NXT technology has been deployed to achieve an optimal sound radius on both sides of the speaker.

Zikmu SOLO enables a unique stereo experience with a minimal form factor, regardless of the size of the listening room.

The challenge for Parrot's engineers was to make it simple to use while maintaining universal compatibility. The speaker's main features are accessible on either side of the docking station, by a remote control, and via a free dedicated app for iPhone and Android smartphones.

Music can be accessed from any device or network: iPhone, iPod, PC, Mac, Wi-Fi, or a Bluetooth and NFC mobile phone.

Availability: Coming in 2012

Price: To be announced

* Works only with NFC-compatible smartphones

Parrot by and Innovation

Parrot by is a vast project of technological innovation, with a lofty challenge: integrating the best technology into a minimalist product.

The *Parrot by* collection was conceived in 2008 when the worlds of technology and design came together through collaborations with name designers, including Andrée Putman, Martin Szekely, Philippe Starck and Jean-Louis Frechin.

"Design is also a usage. Home technology should be as simple and elegant as a piece of furniture," explains Henri Seydoux. *"Nobody asks how a chair works. That's why design is important: working with designers with lengthy experience in furniture is a form of innovation."*

For more information on the **ZIK Parrot by Starck** headset, or the **Zikmu SOLO Parrot by Starck** single-piece wireless stereo Hi-Fi speaker, visit www.parrot.com or contact:

PARROT

Vanessa Loury / Fabien Laxague
vanessa.loury@parrot.com / fabien.laxague@parrot.com
Tel. +33 (0)1 48 03 60 58 / 89 83
Tel. +33 (0) 6 86 56 81 33 / +33 (0) 6 80 90 97 59

Airfoil PR for Parrot

Kristen Berry/Tim Wieland
berry@airfoilpr.com / wieland@airfoilpr.com
Tel. (650) 691-7318 / (248) 304-1414

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. Its globally recognized expertise in the fields of mobile connectivity and multimedia around Smartphones has positioned Parrot as a key player of in-car infotainment.

Additionally, Parrot designs and markets an exclusive 'Parrot by' range, consisting of a prestigious line of high-end wireless multimedia products in collaboration with some of the world's most well-renowned artists; and the AR.Drone, the first quadricopter piloted via Wi-Fi and using augmented reality.

Parrot, headquartered in Paris, currently employs more than 650 people worldwide and generates the majority 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