

## **Parrot ASTEROID: A range of connected solutions for the car**

*By adapting Android™ for use in-vehicle for the time ever, Parrot has created a platform for developing Internet-connected products: **Parrot ASTEROID**.*

*At the 2012 Consumer Electronics Show in Las Vegas, Parrot unveils three connected solutions for cars based on its ASTEROID platform and running on Android Operating System:*

**Parrot ASTEROID CK, Parrot ASTEROID NAV and Parrot ASTEROID 2DIN.**

*These projects, which will be released in 2012, illustrate once again Parrot's technological savoir-faire and strengthen the company's position as a key player for in-vehicle voice-recognition and infotainment solutions.*

### **Parrot ASTEROID platform: Android™ for the car**



Boosted by the development of smartphones, mobile Internet is experiencing exponential growth, and mobile web users have an affinity for Android™: 26 percent of mobile phones sold worldwide are smartphones<sup>1</sup>, and 52.5 percent of them run on the Android™ OS.

Having anticipated customer demand, Parrot has spent three years working to adapt Android™ to the car environment in order to create the **ASTEROID platform**.

Open-source, upgradable and multiplatform-compatible, Android™ is a perfect fit within the Parrot product line.

### **Parrot ASTEROID platform: when the car is connected to Internet**

Unveiled at the 2011 CES with the Parrot ASTEROID car radio, *intended for after-market use*, and the FC6100 module, *intended for OEM products*<sup>2</sup>, the **ASTEROID platform** brought Android™ into the car for the first time offering:

- Advanced hands-free phone features (simultaneous connection of two phones, automatic phonebook synchronization, voice recognition, noise reduction, echo canceling);
- Internet service via access to the 3G network (using a 3G key or tethering from a mobile phone) and connection to a GPS antenna;
- Music played from various sources, such as: iDevices, USB key, MP3 player, SD card or from a device equipped with Bluetooth® A2DP;
- Voice-recognition suitable for searching music files;
- Compatibility with all brands of Bluetooth® mobile phones on the market;

*New solutions and technologies will become available to round out the existing features enhancing user experience and product connectivity even further.*

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<sup>1</sup> [Gartner report "Market Share: Mobile Communication Devices by Region and Country, 3Q11"](#)

<sup>2</sup> Original Equipment Manufacturer

## New Aftermarket solutions

- **Parrot ASTEROID *CK*: Telephony, Music and Internet**



A Bluetooth® hands-free system with a 3.2" color screen, **Parrot ASTEROID *CK*** installs on the vehicle's dashboard and comes with a wireless remote control.

Connected to the Internet via a 3G key or a tethering phone connected by Bluetooth or USB, **Parrot ASTEROID *CK*** accesses Internet services for geolocation, driving assistance solutions and playing music, either from web radio or 'music on demand'.

The built-in voice-recognition technology can be used to make or accept phone calls while keeping hands on the wheel. It can also be used to search for an album or artist from various connected sources of music (iPod/iPhone,

USB key, SD card). Music files may also be shared by Bluetooth stereo A2DP from a cell phone.

As with all Parrot products, the **Parrot ASTEROID *CK*** is compatible with all brands of mobile phones on the market and all operating systems.

**Availability:** Coming in 2012

**Price:** To be announced

- **Parrot ASTEROID *NAV*: Telephony, Music, Internet and Navigation**

With its wide, 5" color capacitive multi-touch screen, the **Parrot ASTEROID *NAV*** offers advanced hands-free phone features, multi-source music playing, access to Web services and includes a complete onboard navigation solution.

The **Parrot ASTEROID *NAV*** installs to the vehicle's dashboard and comes with a wireless remote control that can be positioned on the steering wheel.

Internet access is possible via a 3G key or a tethering phone connected by Bluetooth, USB or Wi-Fi.

The built-in voice-recognition technology can be used to make or accept phone calls while keeping hands on the wheel. It can also be used to search for an album or artist from various connected sources of music (iPod/iPhone, USB key, SD card). Music files may also be shared by Bluetooth stereo A2DP from a mobile phone.

Additionally, the **Parrot ASTEROID *NAV*** offers many audio settings thanks to the Virtual SuperBass2 and the Sound Spatializer systems.

Equipped with Parrot Dual Mode (Multipoint) technology, the **Parrot ASTEROID *NAV*** simultaneously manages up to two Bluetooth phones, and, as with all Parrot products, is compatible with all brands of mobile phones on the market and all OSs.

**Availability:** Coming in 2012

**Price:** To be announced





- **Parrot ASTEROID 2DIN: Telephony, Music, Tuner, Internet and Navigation**



With its wide, 6.2" color multi-touch screen and its low form factor, the **Parrot ASTEROID 2DIN** is a 2DIN-connected multimedia car radio that fits perfectly into the central column of the dashboard in many vehicles.

Internet access is possible via a 3G key or a tethering phone connected by Bluetooth, USB or Wi-Fi.

It offers advanced hands-free phone features, multi-source music playing, an FM/AM tuner and RDS text+ service, access to web services and includes a complete onboard navigation system.

Additionally, the **Parrot ASTEROID 2DIN** is equipped with two inputs - one dedicated to displaying a rearview camera and one video output.

**Availability:** Coming in 2012

**Price:** To be announced

## OEM solutions

The **FC6100** module enables auto manufacturers and equipment manufacturers to integrate all or some of the features of these three new projects into new generations of vehicles as original equipment.

The fully customizable **FC6100** module meets the technological and economic constraints of automakers and suppliers.

## *Parrot ASTEROID platform: an SDK to expand services*

To complement the **ASTEROID platform**, a software development kit is accessible online for developers at <https://devzone.parrot.com/>. Beyond porting and adapting applications already available in the Android Market to the specific format of ASTEROID systems and automotive use, developers will also be able to design new applications and offer drivers and passengers original services built around four concepts:

- Geolocation
- Driving assistance
- Contact management
- Music

Each new application developed can include one of the features offered by the **ASTEROID platform**, such as voice recognition or hands-free telephony, and will be offered to users via an "ASTEROID Market" available in the second quarter of 2012.

## Parrot: An Innovation Strategy

Parrot is constantly investing in development to create new technological products and applications that change the everyday lives of users and give them more safety and comfort while driving. In September 2011, the company finalized the purchase of **DiBcom**, which develops video feed, digital television and radio reception-management systems in mobile and portable environments.

The solutions developed by **DiBcom**, combined with Parrot expertise, will increase **ASTEROID platform's** lead in technology by offering the public and OEM market players more innovative products.

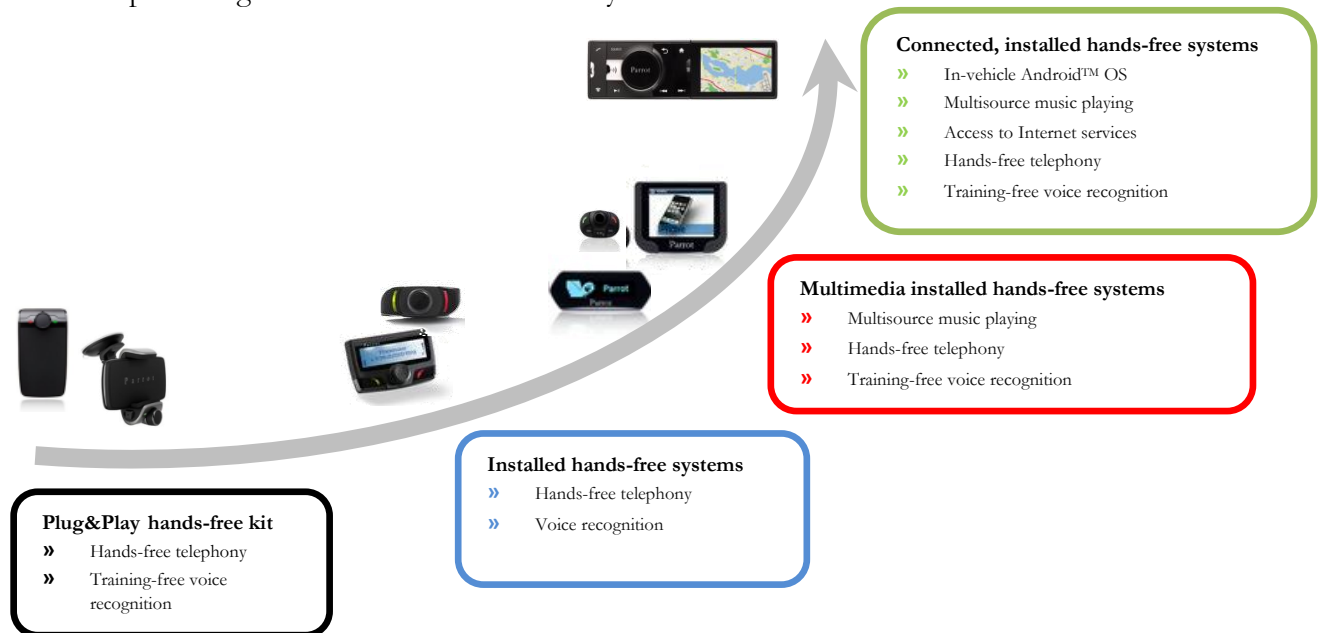


Besides infotainment systems for passengers, new driving assistance solutions could be created as a result:

- rearview camera management;
- road sign recognition;
- doze-alert and lane-keeping devices;
- and more...

## Parrot: The Widest Range of Hands-Free Solutions

With systems derived from the **ASTEROID platform**, Parrot currently offers the widest and most complete range of after-market connectivity solutions:



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For more background:

**Parrot ASTEROID car radio:** [www.parrotasteroid.com](http://www.parrotasteroid.com)

**DiBcom:** [www.dibcom.com](http://www.dibcom.com)

For more information, please visit [www.parrot.com](http://www.parrot.com) or contact:

**PARROT**

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### 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' 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 quadcopter 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](http://www.parrot.com) / [www.ar drone.com](http://www.ar drone.com) / [www.parrotoem.com](http://www.parrotoem.com)