

## Parrot 'AR.Drone 2.0': High-Definition Excitement!

*At CES Las Vegas 2012, Parrot, a global leader in wireless devices for mobile phones, reveals the **AR.Drone 2.0**, the new generation of its renowned high-tech quadricopter that can be controlled by Wi-Fi using a smartphone or tablet<sup>1</sup>.*

*With a new high-definition camera, video recording, flight data sharing, new piloting mode, increased stability and brand-new look, the **AR.Drone 2.0** offers an experience like no other!*



### **A flying HD camera**

While in flight, the **Parrot AR.Drone 2.0**'s front camera transmits real-time what the quadricopter sees onto the pilot's device screen.

For the first time the **AR.Drone 2.0** camera, with a **1280x720 resolution**, shows a view from the sky in high definition with smooth and unbelievable images.

The pilot enjoys an experience like never before, as if he was on board. For gaming purposes, this camera also can recognize specific shapes and colors to show augmented-reality elements on the smartphone's screen.

### **Record and share flying experiences**

Thanks to the new **AR.FreeFlight 2.0** piloting application, players can record their own HD videos and watch them or share them with the AR.Drone community.

Additionally, with the "travelling" feature, the pilot can film HD video sequences like a professional! Simply select the direction of travel (forward, back, sideways) and the duration, and the **AR.Drone 2.0** does the rest.

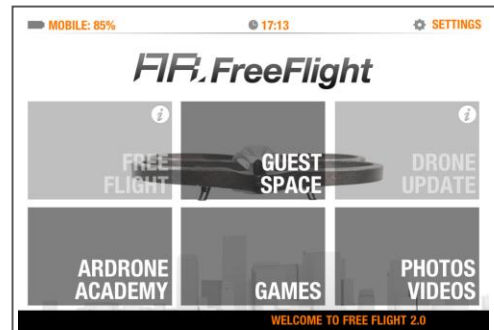
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<sup>1</sup> List of compatible smartphones and touchscreen tablets available at [www.parrot.com](http://www.parrot.com)

## AR.FreeFlight 2.0, a new piloting and sharing platform

In addition to flying the AR.Drone, new application **AR.FreeFlight 2.0** – available to download for free from the AppStore<sup>SM</sup> and Android<sup>TM</sup> Market – offers players a new interface and several options.

- **FreeFlight:** Access to the piloting application. The pilot can record flights, take HD videos or photos and save them in the piloting device. All the flight data (altitude, speed, duration and place) can be saved, checked by the pilot and shared with the community.
- **Guest Space:** Access an overview of the **AR.Drone 2.0**, the best flight videos and practical information.
- **Drone Update:** Access the **AR.Drone 2.0**'s free software updates.
- **AR.Drone Academy:** Get geolocation data of the best flight zones, watch other pilots' videos and access their shared flight data.
- **AR.Games:** Access applications/games available for the AR.Drone.
- **Photos/Videos:** Directly access your own videos and photos. Watch or upload to YouTube for the community to enjoy.



## 'Absolute Flight', a revolutionary ultra-intuitive flight mode

After the **AR.FreeFlight 2.0** pilot application has been loaded onto an iOS or Android<sup>TM</sup> smartphone or tablet, the **Parrot AR.Drone 2.0** connects to the device via Wi-Fi. After connection, all the on-board instruments appear on screen with a cockpit view.

Press the take off button briefly and the four brushless motors turn on. The **AR.Drone 2.0** takes off.

Flying is very simple. With your thumbs placed on either side of the screen, a control button automatically forms beneath:

- Press and hold the left button and the **AR.Drone 2.0** follows the movement of the pilot's device: it moves forward, backwards or sideways when you tilt the tablet forward, towards you or to the left or right.
- Slide your finger over the right button, and the quadricopter rises, descends or rotates right or left.



Thanks to Parrot's patented new '**Absolute Control**' mode, the player accesses an even more intuitive piloting system.

With a 3D magnetometer, the **AR.Drone 2.0** knows its precise orientation with respect to the smartphone, which becomes the reference point. The pilot no longer needs to care about the orientation of the **AR.Drone 2.0**'s front camera, which will accurately track the smartphone's motion and tilt.

Experienced players will select '**Relative Flight**' mode, the conventional flight mode. This disables **Parrot AR.Drone 2.0**'s magnetometer. The pilot manages the quadricopter's orientation with no assistance.

## Surprising stability at any altitude

The heart of the **AR.Drone 2.0** contains MEMS (microelectromechanical systems). A **3-axis accelerometer**, a **3-axis gyroscope**, a **3-axis magnetometer** and a **pressure sensor** give the **Parrot AR.Drone 2.0** surprising stability, complete with:

- **2 ultrasound sensors**, which analyze flight altitude up to 6 meters.  
New! A **pressure sensor** completes the device and provides great vertical stability.
- **4 blades**, specially designed for the **AR.Drone 2.0**, make it possible to carry out smooth flights.
- A **second camera**, placed beneath the quadricopter and connected to the central inertial unit, measures the craft's speed using an image comparison system.



## 2 hulls made for both types of flight

The **Parrot AR.Drone 2.0** has **2 hulls** with specially designed contours. Made of PA66 (a material used in designing car bumpers), they are light, highly resistant and protect the quadricopter.



For **outdoor** flight, the contoured hull, available in three colors (orange/yellow; orange/green; orange/blue), reduces wind resistance and preserves the **AR.Drone 2.0's** handling and stability.

When **indoor**, a second hull protects the blades from any impact. The black-and-white cockpit, underlined with a red stripe, reinforces the quadricopter's mysterious, thrilling appearance.



Finally, light-emitting diodes (green in front, red in rear), positioned on the landing gear, help the pilot track the orientation of the **AR.Drone 2.0** for easier flying.

## An Open Development Platform

In order to expand the use of the **Parrot AR.Drone 2.0** and its compatibility with other operating systems and to develop new flying games and applications, Parrot is providing developers and members of the Apple® and Android™ communities with a software development kit.

By logging in at <https://projects.ardrone.org> and accepting the terms of the license, developers can access the source code used to fly the **AR.Drone 2.0**. A wiki and a tutorial also are available. A forum is available to discuss new developments and share feedback with Parrot engineers.

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*The Parrot AR.Drone 2.0 runs on a rechargeable lithium-ion battery (included).*

**Parrot AR.Drone 2.0 will be available for purchase at selected retailers in Q2-2012 in the United States for \$299 MSRP**

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For more information, 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 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](http://www.parrot.com) / [www.ardrone.com](http://www.ardrone.com) / [www.parrotoem.com](http://www.parrotoem.com)