

PARROT IS OPENING ITS FIRST STORE IN PARIS

Parrot opens its first ever flagship store at number 30 rue du Quatre-Septembre, nearby the Opéra Garnier. 60m² dedicated to the technological universe of the French company and showcased by Philippe Starck.

The true showcase of an inspired brand...

Curated and designed by Philippe Starck, the Parrot store is a modern space which showcases the highly technological products designed by the French company.

“One often asks me what is the link between AR.Drone and hand-free systems for the car....The Parrot store will exhibit the whole of our achievements: high-tech objects designed for Smartphones.” Henri Seydoux, founder and CEO of Parrot.

The store's window has suspended Parrot Zik audio headphones displayed throughout ready to be tested by the visitors who will become mannequins for that moment.

The interior space is arranged around a back lighted table in Corian® which showcases Parrot's communication solutions for the car.

On the ground, markings provide the space devoted to the AR.Drone quadcopter.

At the bottom of the store, a soundproofed listening room offers exceptional acoustics so consumers fully benefit from the exceptional sound delivered by the wireless stereo speaker Parrot Zikmu.

Lastly, a wall of 25 screens, a real puzzle of more than 5m X 3m, continuously broadcasts unseen video works.

Philippe Starck explains the experiment of a resolutely contemporary brand.

“The new Parrot store does not exist. Fortunately. It is the right minimum support, dematerialized, of the creative genius of Parrot which does well exist; and of the thousand prospects, territories and applications that an inspired technology can offer. Little materiality, just the elegance of engineering to its highest level of intelligence, creating intelligence.” Philippe Starck

Parrot Store

30 rue du Quatre-Septembre - 75002 Paris, France

M° Opéra

Opening : Mondays to Saturdays , from 11am to 7pm

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 a prestigious line of high-end wireless multimedia products in collaboration with some of the world's most well-renowned designers. Finally, Parrot is expanding on the UAV market with the Parrot AR.Drone, the first quadricopter piloted via wi-fi and using augmented reality and also with new solutions to address the UAV market for professional use.

Parrot, headquartered in Paris, currently employs more than 700 people worldwide and generates the majority of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006. (FR0004038263 – PARRO)

For more information: www.parrot.com / www.ardrone.com / www.parrotoem.com

CONTACTS

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