



Press release
CES Las Vegas, January 6, 2011

Parrot ASTEROID, The new generation of connected car receiver

Parrot ASTEROID, the latest offspring from Parrot -- one of the leaders in wireless peripherals for mobile phones -- is a car receiver combining advanced hands-free telephony, connection to web services, access to innovative applications and multi-source music listening.

Easy access to new services

Parrot ASTEROID is a car receiver working on Android™ operating system. Once connected to a GPS dongle (provided with the product) and a 3G key (not provided), it enables to access services* like:



- **Geo-location**
 - **Parrot Maps** is a cartography service enabling the identification of streets and businesses close to the vehicle. With a zoom on the address, the user can dial, hands-free, the indicated phone number or plan an itinerary.
 - Other services, such as finding parking or gas stations.
- **Information**
 - Traffic and construction alerts.

Parrot ASTEROID will be regularly enriched with new services aiming at making the road more manageable for drivers.

Multi-source and hands-free music listening

- **Multi-compatibility**

Parrot ASTEROID enables listening to music from various sources: USB key, iPhone® / iPod®, MP3 player, SD card and now **web radio stations** (thanks to 3G). Musical files can also be sent on the car receiver from a mobile phone and via **Bluetooth®** stereo A2DP. Parrot ASTEROID offers the functionality of traditional car receiver like tuner FM/AM and RDS text+ service.



- **Musical voice search**



Pushing a dedicated button on the **Parrot ASTEROID** pronounces the name of an artist or an album without using the textual search or the wheel button to navigate in the menu.

If the artist or album is not found in the peripheral(s) connected to ASTEROID and if a 3G key is connected to it, a search will be automatically done on online musical libraries.

The excellence of hands-free telephony

Compatible with all the brands of **Bluetooth®** mobile phones, **Parrot ASTEROID** offers advanced functionality of hands-free telephony. Paired with a mobile phone (two telephones can be simultaneously connected), it synchronizes and automatically updates its phonebook. Access to the phonebook can be done without any manipulation thanks to voice synthesis (Text-To-Speech) and training-free, multi-user voice recognition. Drivers only have to pronounce the name of a contact then dialing is automatic and the conversation will be diffused on the audio system of the car. No manipulation is required with incoming calls: drivers just have to say ‘accept’ or ‘reject’.

*the proposed services/applications may not be available in all countries

A minimalist and elegant design



Deep black with backlight buttons, **Parrot ASTEROID** integrates itself perfectly in all interiors.

- Detachable, *the left part* is equipped with a magnetic guiding system for an easy and fast insertion of the faceplate. Discreet buttons give access to the main functionality of hands-free telephony or music listening, and a rotary button facilitates the navigation of the menus.
- *The right part* is a large 3.2" TFT color screen which displays all information: phonebook, menus, music, playlist, album covers, internet applications and services.

The reduced depth of **Parrot ASTEROID** facilitates the installation in standard head unit location and is compatible with all cars equipped with 1 DIN module.

Multi-connectivity

Parrot ASTEROID is equipped with:

- 3 high speed USB ports to connect a 3G key, a USB key and/or the provided GPS antenna ;
- 1 full speed USB port dedicated to iPhone® or iPod®
- 1 jack cable to connect an MP3 player
- 1 SD card reader
- 2 pairs of RCA pre-amp outputs
- 1 pair of RCA for subwoofer



Price and availability

Recommended retail price: To be announced

1st Quarter 2011: France, Spain, Italy, United Kingdom, Germany, Benelux

2nd Quarter 2011: United States

Technical Specifications: <http://www.parrot.com/usa/products/bluetooth-car-stereos>

For more information on **Parrot ASTEROID** Parrot range of hands-free kits and systems, please visit 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, 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 450 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.ar-drone.com / www.parrotoem.com

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