



Parrot MKi : a new installed car kit fitted with multiconnections standards and compatible with all the telephones and digital music players

Paris, September 4th, 2008 (8:00am) – **Parrot, the leader in wireless mobile telephony devices, today announced a new range of fitted hands-free kits specially designed to work with the very latest music players (iPhone™, iPod®, MP3 players...) and offering an array of exclusive, user-friendly features.**

The Parrot MKi range (iPod®- compatible Music Kit) comes in three versions:



The entry-level **Parrot MKi9000** features a highly discreet and functional interface for easy access to all the kit's music and telephone functions.



The **Parrot MKi9100** boasts a sleek, discreet OLED screen, providing all the necessary information at a glimpse: phonebook, menus and settings, phone status, simplified playlist... while all the key functions are close at hand with the wireless remote control.



The Parrot MKi9200 provides a large colour TFT screen for maximum comfort at the wheel, displaying the phonebook, wallpaper, music playlist, photo caller ID, album covers... all within reach thanks to the wireless remote control.

"Not so long ago, records, cassettes and CDs were the only music sources around, not including radios, and you could only listen to them by buying a specific piece of equipment," remembers Henri Seydoux, founder and CEO of Parrot. There has been a radical change in behaviour and music sources: "Nowadays, you can turn any storage device into a music player! Consumers want to be able to listen to their music wherever they are, and that's exactly what the Parrot MKi range does."

All the hands-free kits in the Parrot MKi range come with several connections (iPod®, iPhone™ / iTouch®, USB, line-in) suited to all the analogue and digital music players on the market. You can also make the most of your music without needing to plug in any wires by connecting the kit to any Bluetooth stereo (A2DP) source, such as an MP3 player, music mobile phone, smartphone and PDA.

An SDHC-compatible (up to 32 GB) SD card reader is available on the colour screen of the Parrot MKi9200 for even greater freedom.

A host of features for easy communications

All Parrot MKi kits reproduce calls and music straight through the vehicle's speakers and come with a wireless multi-function RF remote control. The remote control can be placed on the dashboard or within immediate reach on the steering wheel column for easy access to all the kit's music and telephone functions without ever needing to take your eyes off the road.

The screens of the Parrot MKi9100 and MKi9200 display the artist's name, the track name, the track details* and the album cover* in colour (* only on the Parrot MKi9200).

To ensure that you keep your hands on the wheel and your eyes on the road, the Parrot MKi system also includes sophisticated voice recognition and speech synthesis functions which can be activated without the slightest prior training. The Parrot MKi system recognises the contact's name and automatically dials the corresponding number.

In addition speech synthesis feature (Text-to-Speech) enables the kit to reads out the names of the phonebook contacts, a feature design to avoid any involvement from the user.

Fitting, compatibility and steering wheel controls

The Parrot MKi system can easily be fitted in all types of vehicle and is compatible with all Bluetooth phones and devices on the market.

For optimal integration inside the vehicle, the optional Parrot MULTICAN unit provides access to all the kit's functions straight from the steering wheel controls (CAN bus, available for a wide range of cars; see www.parrot.com for further information).

Available in stores

The Parrot MKi range will be available in autumn 2008 from usual Parrot retailers and on www.parrotshopping.com.

The recommended retail prices of the Parrot MKi system are as follows:

- Parrot MKi9000: £129.99
- Parrot MKi9100: £149.99
- Parrot MKi9200: £189.99

	PARROT MKi9000	PARROT MKi9100	PARROT MKi9200
Display	No screen	Two-line blue OLED screen	2.4" dot matrix colour TFT screen
Screen dimensions	n/a	82 x 32 x 14 mm	72 x 57 x 12 mm
Information displayed	n/a	Phone status Phonebook Menus and settings Simplified playlist (track and artist)	Phone status Phonebook Wallpaper Picture caller ID Menus and settings Complete playlist Album covers
Caller ID (if available in the phonebook)	Spoken	Spoken and displayed Name and number	Spoken and displayed Name, number and photo

About PARROT

Founded in 1994, Parrot has rapidly established itself as a pivotal global player for wireless mobile telephone accessories. Drawing on its tried-and-tested expertise on voice recognition and signal processing technologies, Parrot was one of the very first companies to produce Bluetooth®-enabled wireless hands-free car kits, having identified this standard's vast potential as early as 1999.

Determined to accompany the mobile telephone's irresistible breakthrough into our day-to-day lives, Parrot has been developing a new range of Multimedia products since 2006, including wireless hi-fi systems and LCD photo frames.

Today, Parrot truly has a major international focus, both in terms of its client base, with 86.6% of sales generated outside of France, and in terms of production, outsourced to carefully selected partners, enabling it to achieve the best possible level of quality and responsiveness. Parrot is now particularly well positioned to capitalize on the bright future opening up for mobile telephone devices.

Parrot has seen sustained growth in its consolidated revenues, which have tripled since 2005. In 2007, Parrot sold over 5 million product units and generated 220 million Euros in revenues, up 32% on 2006..

www.parrotcorp.com

Euronext Paris – Eurolist B : FR0004038263 - PARRO

*The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Parrot S.A. is under license. Other trademarks and trade names are those of their respective owners.

Tous droits réservés. Les marques PARROT figurant sur ce document sont la propriété exclusive de la société PARROT. Toutes les autres marques sont la propriété de leurs détenteurs respectifs et sont utilisées sous licence par la société PARROT

© 2008 Apple Inc. the Apple logo, Mac, Mac OS and Macintosh are trademarks of Apple. Intel is a registered trademark of Intel Corporation or its subsidiaries in the United States and other countries. Other company and product names may be trademarks of their respective owners.

CONTACTS

Investors and analysts relations - financial PR

Marie Ein / Cyril Combe

T. : +33(0) 1 53 65 68 68

parrot@calyptus.net