



New *Designer* collection launched with a first digital photo frame designed by **Andrée Putman**

Paris, April 15th, 2008 (9:00 am CET) - **Parrot, the specialist in wireless mobile telephony devices, is today launching an exceptional digital photo frame created by the leading lady of French design, Andrée Putman.**



The Parrot digital photo frame by Andrée Putman combines technology with art. Sporting a pure and sober design that skillfully contrasts the black and white tones with a subtle play of transparency, the frame faithfully respects the Putman style sought-after worldwide from New York to Tokyo.

"I would like to pay tribute to Parrot for daring to think that this wonder of technology could be coiled up inside a beautiful wrapping", explains Andrée Putman. "Storage fans will be the most vulnerable to the charms of this object, which will overcome any problems of arranging photo souvenirs", she adds.

"Here at Parrot, we have always put design in the limelight. The Parrot frame by Andrée Putman is the first in a series of artistic dedications for our range of wireless audiovisual products", advises Henri Seydoux, Parrot's CEO and founder.

Fully enabled with Bluetooth® technologies for wirelessly transferring photos from your mobile phone, the Parrot digital photo frame by Andrée Putman also has SD card and mini-USB connections for uploading your photos from all sources (digital camera, PDA, computer, etc.), while its internal memory can store up to 400 photos.

To complete its high-end and exclusive positioning, the Parrot digital photo frame by Andrée Putman is equipped with a 15 cm LCD screen displaying up to 262,144 shades, as well as a practical and well thought out interface, inspired by a minimalistic design by Andrée Putman, for intuitive photo management (display time and order, photo rotation, etc.) and features (brightness, contrast, automatic switch off, etc.). As with all of Parrot's digital photo frames, photos are automatically rotated and resized when the frame's position is changed (landscape or portrait).

With this new unique product, Parrot is looking to clearly stand out within its competitive environment and confirm its positioning on innovative products, blending superior technology and design. It will be launched worldwide in two stages, with a major PR campaign. Over the next few days, a selection of leading concept stores (Colette in Paris, The Corner in Berlin, etc.) will be offering small volumes of the Parrot digital photo frame by Andrée Putman. Then, the usual dedicated distribution channels for "Multimedia" products will be receiving larger quantities of the Parrot digital photo frame by Andrée Putman, which is currently in its final production phase.

The Parrot digital photo frame by Andrée Putman will be available for 299 euros (including VAT).

- April 2008: France, Spain, Germany, UK and Italy;
- May 2008: Hong Kong, Taiwan, Portugal;
- September 2008: US.

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 handsfree 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, Compartiment 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

CONTACTS

IR & PR

Marie Ein / Cyril Combe

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