



## Parrot cooperates with Pioneer on its new AVIC range

PARIS, April 28th 2008 (5:40pm) - **Parrot, leader in wireless peripherals around the mobile phone, announced today it will supply hands-free Bluetooth solutions to Pioneer for three of its new products.**

Pioneer is one of the world's leading manufacturers of car audio, video and navigation equipment. It has selected Parrot for its expertise in Bluetooth telephony, digital signal processing and wide range of phone compatibility. Pioneer products receiving Parrot connectivity are one high-range PND (F-500BT) and two double-DIN car infotainment systems (F-700BT & F-900BT).

The F-500 BT is a first in Pioneer's history. The firm has a long-standing record in automotive audio and navigation through its installed systems, notably with its world-famous AVIC series. Now, Pioneer targets large consumer masses with this high-end PND, offering the market's largest WVGA display (5.8 inches).

Thanks to the collaboration with Parrot, all three units automatically synchronize with the driver's phonebook, allow hands-free calls through the vehicle's audio equipment. Moreover, all three products will provide enhanced comfort for conversations thanks to advanced noise reduction and echo cancellation.

"Navigation and audio equipment manufacturers are looking for solutions that will allow broad in-car connectivity and convenience to vehicle owners. Parrot has the technology that enables these solutions: our chipsets and modules are being selected by more and more manufacturers for their OEM car audio equipment business worldwide." said Eric Riyahi, OEM Executive Director.

Pioneer product information is available on the Pioneer Web Site at <http://pioneer.jp/press/release189.html>

### 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](http://www.parrotcorp.com)

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