



Parrot wins the iF product design award 2007 with the Parrot DRIVER HEADSET

The jury was impressed by the form and function of the smart **Bluetooth®** headset

Paris, January 31st 2007 – The winners of the iF product design award 2007 have been announced. The Parrot DRIVER HEADSET was one of the products which impressed the jury in the Consumer Electronics/Telecommunications category. With its plug-and-play solution, the **Bluetooth®** headset makes it easy to use a phone while driving. As it can be plugged into the cigarette lighter socket, it is always charged and ready for use. The

innovative and yet simple concept behind the Parrot DRIVER HEADSET is a clear winner.



This year there were more entries for the awards than ever before. A total of 2293 products from 35 countries were submitted for consideration. The jury picked 756 winners in 12 categories. The winners of the 50 iF Gold awards will be announced at the iF awards ceremony on 15 March 2007, the first day of CeBIT. Furthermore, the prize-winners products will be exhibited at the Hannover Exhibition Center from March

to August 2007 and online (www.ifdesign.de).

The iF product design award is one of the world's most important design competitions. Every year the best product designs receive awards from a prestigious panel of experts at the Hanover Exhibition Centre. Since its introduction in 1953 the iF design award has been a consistent hallmark of outstanding design quality.

“This first international recognition confirms the deliberate will of Parrot to create quality products with a strong sense of originality. Innovation, graphic research and strong visual identity associated to a quality product are the key elements for Parrot Design team”, says Henri Seydoux, CEO & Founder, Parrot.

Jean Etcheparre of Parrot Design, adds: *“The form of the headset reminds and symbolizes an insect with its wings folded away, ready to fly off at the first call. The dark and discrete colours easily blend in with the car's interior design. The general volume of the product was neatly reduced in order to convey this idea of discretion.”*

For more information about the iF product design award 2007, visit www.ifdesign.de

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*®-based wireless hands free car kits, having identified this standard's vast potential as early as 1999. In the first half of 2006, Parrot sold more than 1 million units.

Determined to accompany the mobile telephone's irresistible breakthrough into our day-to-day lives, Parrot has developed two new products in 2006: the Parrot PHOTO VIEWER™, an LCD photo frame designed to display photos transmitted from a mobile telephone via *Bluetooth*, and the Parrot SOUND SYSTEM™, a wireless hi-fi system with speakers linked up to one another using *Bluetooth*.

Today, Parrot truly has a major international focus: 87% of its sales are generated outside of France, and a large percentage of its production is 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 achieved strong growth in its consolidated revenues, up from 80.9 million euros pro forma in 2005 to 116.4 million euros in the first 9 months of 2006.

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