



Parrot and Intel team-up to launch new in-car entertainment system

- Intel and Parrot offer a new comprehensive solution for better and safer entertainment on the road with the new *Bluetooth Gateway* from Parrot
- Allows wireless connection between ultra mobile PC (UMPC) and car audio system to centrally and easily operate multimedia contents
- UMPCs can be used to control a variety of programs such as navigation, voice recognition and hands-free calling
- The new gateway fits any type of car and will be available from mid-2007

Geneva - March 7th 2007 – At the Geneva International Motor Show, Intel and Parrot today announced a joint launch to offer drivers the latest, most secure and most advanced wireless UMPC connection for any vehicle. Using the *Bluetooth Gateway* hidden behind the dashboard of the vehicle, the UMPC automatically connects to the existing car audio system.

Leveraging the latest generation of DSP (Digital Signal Processing) technologies, this solution provides voice recognition and text-to-speech (vocal synthesis) feature. It also enables navigation when used together with a UMPC, and other functions such as e-mail, address books, and calendar.

Additionally, with its audio streaming capacities, passengers can play the music stored in the UMPC (or any other *Bluetooth* stereo device) wirelessly in Hi-Fi quality directly on the car speakers. Passengers traveling in the backseat of the car can also watch videos, surf the Internet, send instant messages or play computer games.

“This new solution makes the integration of mobile PCs and cars a lot easier,” says Joahn Weber, Consumer Marketing Manager at Intel. “*Bluetooth* is the ideal technology for the implementation of wireless connections in vehicles. It combines mobile communications and computers, and is powerful and flexible. Intel will continue to support this development in the future.”

“This joint development sets a new milestone in car-embedded ‘infotainment’. We are happy to contribute to the next generation of in-car applications together with Intel, to offer consumers the best-in-breed technology for safety and comfort while driving” says Henri Seydoux, CEO and Founder of Parrot.

To make this development possible, various *Bluetooth* profiles have been used to ensure wireless data transfer. The profiles have been combined into a unique solution for the first time, defining which data and commands are required to operate a service. For example, A2DP (Advanced Audio Distribution Profile) is used for audio streaming functionalities, HFP (Hands-Free Profile) is used for wireless calls functionalities, and address books or appointments can

be transferred via OPP (Object Push Profile). The SPP (Serial Port Profile) emulates a serial interface so that the UMPC can wirelessly address the gateway.



Intel and Parrot have an established history of *Bluetooth* development. They are both members of the Bluetooth Special Interest Group (SIG) founded in 1998; and Parrot was one of the first companies to market *Bluetooth*-based hands-free car kits.

The Bluetooth SIG now includes 2,000 companies worldwide.

Availability

The Intel/Parrot *Bluetooth* Gateway will be available through authorized dealers and retailers from the middle of 2007.

ABOUT INTEL

Intel, the world leader in silicon innovation develops technologies, products, and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom.

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 2006, Parrot sold about 3 million units.

Determined to accompany the wireless peripherals' irresistible breakthrough into our day-to-day lives, Parrot has been developing since 2006 a new wireless range of sound and image products.

Today, Parrot truly has a major international focus: 90.5% 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 166.9 million euros in 2006.

www.parrot.com

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