



Parrot joins the GENIVI Alliance

Paris, September 13, 2011 - **Parrot, a leader of wireless peripherals for mobile phones**, has become an Associate member of the GENIVI Alliance. Parrot **will contribute to the GENIVI Alliance for the development and adoption of open In-Vehicle Infotainment (IVI) reference platforms.**

As a leading provider of wireless connectivity and multimedia solutions for the automotive industry, Parrot will provide its expertise across Bluetooth, Wi-Fi, telephony, multimedia and mobile internet access for the GENIVI Alliance. Parrot's involvement will contribute to the efforts of the alliance in reducing the development time and costs of future open In-Vehicle Infotainment platforms.



The GENIVI Alliance gathers players from the entire IVI value chain, including major vehicle manufacturers such as BMW, PSA Peugeot-Citroen, Jaguar Land Rover, General Motors, Hyundai Motor Group, Renault, Nissan, Honda and Mahindra.

ABOUT PARROT

Parrot, a global leader in wireless devices for mobile phones, stands on the cutting edge of innovation. The company was founded in 1994 by Henri Seydoux as part of his determination to drive the inevitable breakthrough of mobile phones into everyday life by creating high-quality, user-friendly wireless devices for easy living. Parrot has developed the most extensive range of hands-free systems on the market for cars, motorbikes and scooters, including wireless multimedia products geared towards audiovisual applications. In 2008, Parrot launched a new prestige line of high-end products bearing the hallmark of renowned artists and in 2010, the AR.Drone, the first quadcopter piloted via Wi-Fi and using augmented reality.

Parrot, headquartered in Paris, currently employs more than 550 people worldwide and generates 85% of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006. (FR0004038263 – PARRO)

More information: www.parrot.com / www.ardrone.com / www.parrotoem.com

ABOUT GENIVI ALLIANCE

GENIVI Alliance is a non-profit industry association whose mission is to drive the broad adoption of an In-Vehicle Infotainment (IVI) open source development platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source IVI community. GENIVI's work will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software.

GENIVI is headquartered in San Ramon, California.

More information: www.genivi.org.

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