

## Parrot Joins AVnu Alliance as New Member

*Parrot joins major Automotive players implementing Ethernet in cars thanks to AVB technology.*

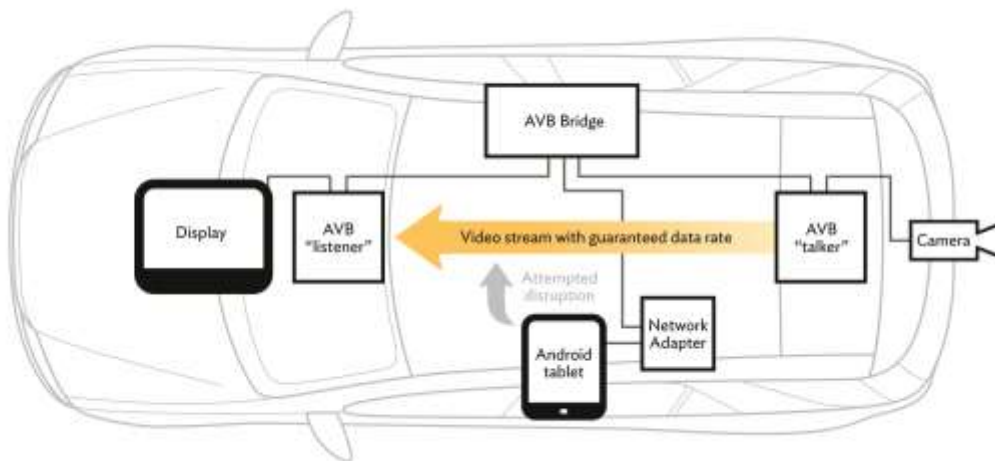
Parrot, a leader in automotive connectivity and infotainment solutions, joins the AVnu alliance, an industry consortium with over 70 member companies. Through one of its core market initiatives, AVnu Alliance is working with manufacturers and technology providers to certify interoperable Ethernet AVB networks in automobiles. Parrot will contribute its infotainment and connectivity expertise to the Automotive segment within the Alliance.

Eric Riyahi, Executive Vice-President of Parrot, says, *“Parrot offers carmakers a range of infotainment solutions using Ethernet: head units, rear-seat entertainment systems, digital TV and radio reception units, media centers, etc. We count on AVB for improved performance, with the growing number of high speed network-enabled devices in the vehicle and future scalability.”*

*“We are thrilled to welcome Parrot as a new member and have them join us in our mission to grow the AVB ecosystem in automotive,”* says Rick Kreifeldt, AVnu Alliance President. *“Parrot is a pioneer in in-car AVB networks creating new solutions for carmakers, and we are happy to have their knowledge and commitment to the Alliance.”*

Parrot has been working on Ethernet in vehicles for the past three years. During 2014 CES in Las Vegas, Parrot unveiled the SOCA concept of an Ethernet-based infotainment architecture, as well as an AVB-enabled reverse camera system.

AVnu Alliance will participate in this year's [Ethernet & IP Automotive Tech Day](#) on October 23-24<sup>th</sup> in Detroit, Michigan, along with vendors dedicated to the evolution of Ethernet and AVB standards, technologies and applications in the automotive environment.



*This diagram shows the CES2014 demo of AVB technology by Parrot. It presented a video stream transfer within an AVB-managed network. The stream originated in a rearview camera and was sent to the head unit. A tablet connected to the network attempts to disrupt the data transfer, but thanks to AVB, the data rate between the camera and the head unit is maintained and no disruption is visible.*

For more information, go to [www.parrot.com](http://www.parrot.com) or [www.parrotoem.com](http://www.parrotoem.com)

## ABOUT AVNU ALLIANCE

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AVnu Alliance is an industry forum dedicated to the advancement of professional-quality audio video by promoting the adoption of the IEEE 802.1 Audio Video Bridging (AVB) standards over various networking link-layers. The organization creates compliance test procedures and processes that ensure AVB interoperability of networked A/V devices, helping to provide the highest quality streaming A/V experience. The Alliance promotes awareness of the benefits of AVB technologies and intends to collaborate with other organizations and entities to make use of this work in their respective efforts to provide a better end-user A/V experience. The Alliance is focused on applications of these technologies in the automotive, consumer electronics, and professional A/V markets. More information can be found on the AVnu Alliance website at [www.AVnu.org](http://www.AVnu.org).

## ABOUT PARROT

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Founded in 1994 by Henri Seydoux, Parrot creates, develops and markets advanced consumer technology products for Smartphones and tablets

Parrot also offers the most extensive range of hands-free communication systems on the market for cars. Its globally recognised expertise in the fields of mobile connectivity and multimedia around Smartphones has positioned Parrot as a key player of in-car infotainment.

Additionally, Parrot designs high-end wireless multimedia products dedicated to sound, and explores new possibilities with Bluetooth Smart technologies.

Finally, Parrot is expanding on the UAV market with the Parrot AR.Drone, the first quadricopter piloted via Wi-Fi and also with new solutions to address the UAV market for professional use.

Parrot, headquartered in Paris, currently employs more than 850 people worldwide and generates the majority of its sales overseas.

Parrot is listed on Euronext Paris since 2006. (FR0004038263 – PARRO). For more information: [www.parrot.com](http://www.parrot.com)

## CONTACTS

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### Investors, analysts and financial media

Marie Calleux - T. : +33(0) 1 48 03 60 60

[parrot@calyptus.net](mailto:parrot@calyptus.net)

### Technology and consumer media

Vanessa Loury - T. : +33(0) 1 48 03 60 60

[vanessa.loury@parrot.com](mailto:vanessa.loury@parrot.com)