

McLaren selects Parrot for its new connected infotainment system

Parrot, a leader in automotive connectivity and infotainment solutions, announced that it will be supplying McLaren with its new innovative connected Infotainment open-platform for its future vehicle lines.

This solution will be the new generation of McLaren's "IRIS" infotainment system. It will be a new implementation of Parrot's ASTEROID Infotainment platform and will enable McLaren drivers to access top-of-the-line connected applications and services such as:

- **Navigation** with iGo Primo software from NNG (AutoNavi for the Chinese market or ItsumoNavi for the Japanese market), including live traffic information via TMC or 3G/LTE.
- **Online mapping** and search for Points Of Interest, with the ability to trigger the navigation to a chosen destination.
- **Internet radio** TuneIn, aggregating radio stations from all over the world. These online radios are supplemented by local ones that are received by the unit's AM/FM tuner with phase diversity.
- **Multimedia** playback of music files from local sources (iPods®, USB thumb drives....).
- **Internet browsing** (not available when driving). The browser allows Java animations and films.



The new-generation "IRIS" will also manage phone calls over Bluetooth, with high-performance Active Echo Cancelling and Noise Reduction algorithms. Thanks to Voice Recognition and Text-to-Speech technologies, drivers will be able to launch calls directly by pronouncing their contacts' names. These technologies will also allow customers to select an artist on all available media including local sources on the USB ports, or a radio station through the TuneIn App.

The new-generation "IRIS" will take the shape of an automotive head unit designed by Parrot. It will connect to the vehicle's CAN bus (Controller Area Network) and adapt to McLaren's portrait-mode center-stack display, with the addition of a new capacitive touch panel allowing smooth scrolling and gesture support. The new-generation "IRIS" will be capable of accessing the Internet by tethering to the customer's smartphone over Bluetooth and Wi-Fi® or using a 3G/LTE USB dongle.

"Parrot is honored to collaborate with McLaren in bringing the best in connected automotive infotainment to its supercars. In this project, Parrot uses the Android framework for popular Apps, connects it to the Internet over 3G/LTE and enhances it by integrating Parrot software libraries such as voice recognition, media playing, telephony and acoustics meeting automotive quality standards for reliability, compatibility and security. As a result, with top-level performance and quality, the new-generation "IRIS" is set to obtain McLaren's approval based on the most demanding qualification plans such as DC-10611/14/15" said Eric Riyahi, Executive Vice-President at Parrot.

"At McLaren, we are very excited to be working with Parrot on the next generation IRIS infotainment system, and to have the opportunity to offer a new innovative connected Infotainment platform to our customers. The highly collaborative nature of this development will ensure that we can integrate Parrot's knowledge and technical expertise with the innovation and ideals of McLaren to deliver a truly exceptional product." said Haydn Baker – Head of Vehicle Line from McLaren Automotive.

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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. Its globally recognized 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 and markets a prestigious line of high-end wireless multimedia products in collaboration with some of the world's most renowned designers. Finally, Parrot is expanding on the UAV market with the Parrot AR.Drone, the first quadricopter piloted via Wi-Fi and using augmented reality with new solutions for professional use.

Parrot, headquartered in Paris, currently employs more than 700 people worldwide and generates the majority of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006. (FR0004038263 – PARRO)

More information: www.parrot.com / www.ar drone.com / www.parrotoem.com

CONTACTS

Analyst and investor relations, financial media:

Marie Calleux
T. : +33(0) 1 48 03 60 60
parrot@calyptus.net

Technology and other media:

Vanessa Loury
T. : +33(0) 1 48 03 60 60
vanessa.loury@parrot.com