



Ford Motor Company chooses S1nn and Parrot for hands-free telephony and multimedia

Paris, January 13th 2012 at 5h40 pm CET - Parrot, leader in Automotive Connectivity solutions, and S1nn specialized in infotainment systems for the automotive industry, announced today that they are supplying Ford Motor Company with a voice-controlled hands-free telephony and multimedia solution.

This collaboration takes the shape of a solution designed by S1nn using the Parrot CK5050+ module. It is offered as an option in Europe on the following models in the Ford brand: Fiesta, Focus, C-Max, Mondeo, Galaxy and S-Max.

The solution includes a state-of-the-art Speaker-Independent Voice Recognition solution in 11 languages. To place a hands-free phone call via Bluetooth®, customers simply speak a contact's name, with no need to record voice tags or browse their phonebooks. Moreover, the solution extends the voice control capabilities beyond telephony to other car functions such as the air conditioning, the CD player or the radio. Besides, it also offers Bluetooth® audio streaming of music files from the customers' mobile phones into the car audio system via the A2DP protocol.

Still in terms of multimedia, Ford customers will also be able to connect most of their portable devices (iPhone™, iPod™, MP3 players, USB devices) directly to the car audio system via a USB port and browse through their music playlists using the head unit man-machine interface and the vehicle display.

"We are glad to team again with S1nn in supplying Ford with this solution. This project is a successful implementation of Parrot's technology combined with S1nn's expertise in vehicle system integration. This second collaboration between our two companies creates a favorable ground for future projects related to advanced infotainment systems." said Eric Riyahi, Executive VP at Parrot.

"This is another project in which we could prove again our excellent working relationship with Parrot" adds Philipp Popov, S1nn Managing Director.

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 an exclusive 'Parrot by' range, consisting of a prestigious line of high-end wireless multimedia products in collaboration with some of the world's most well-renowned artists; and the AR.Drone, the first quadricopter piloted via wi-fi and using augmented reality.

Parrot, headquartered in Paris, currently employs more than 650 people worldwide and generates the majority of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006. (FR0004038263 – PARRO)

For more information: www.parrot.com / www.ardrone.com / www.parrot OEM.com

ABOUT S1nn

S1nn is a venture based start-up company founded in 2004, with its headquarters in Stuttgart, Germany. S1nn focuses on the development of advanced audio systems as well as on products integrating connectivity technologies into automobiles.

For more information: www.s1nn.de

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