

## IDLDPL launches Parrot Bluetooth hands-free devices in Indian market

*Introduces Parrot MINIKIT- a Bluetooth enabled hands-free for the car users ...an ultimate freedom for the mobile users while driving the cars*

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IDLDPL, the largest distributors of lifestyle products in India, announces the launch of Parrot brand in India. Parrot is a French company with the competency of providing Bluetooth® wireless technology includes Bluetooth enable installed car kits, plug-n-play kits and home products.

To start with IDLDPL introduces Parrot MINIKIT- a Bluetooth enabled hands-free that features next-generation, best-in-class voice recognition and audio quality for crystal clear, voice-activated phoning in the car, at home or in the office. Now the vehicle drivers can talk to their friends and relatives over cell phone without being concern of the police fines or even losing balance of their vehicles. Just fix the Parrot MINIKIT on any part of the dashboard and speak for long hours.

Superb audio quality is the key feature of the Parrot MINIKIT. Audio performance is dueto its built-in two-watt high-fidelity speaker and a built-in omni-directional microphone supported by the latest DSP-2 signal processing technology.

To validate its exceptional performance prior to its launch, Parrot commissioned independent testing of the Parrot MINIKIT against the top two competitors' speakerphones. The Parrot MINIKIT was found to be superior in the three categories that most affect the user's experience: volume, voice transmission quality and voice reception quality.

The new Parrot MINIKIT is the only speakerphone in its category with advanced voice recognition technology. It allows users to set up their phone books with voice tags for the convenience and added control of true hands-free voice dialing -- especially important when driving.

Like all Parrot products, the Parrot MINIKIT is user friendly. It has upgradeable software to ensure compatibility with future mobile phones. It will pair with up to five devices, each having 150 voice tags, and recognize multiple languages. Once paired, it will connect automatically with the users mobile and will work with virtually all *Bluetooth*-enabled mobile handsets on the market.

Parrot MINIKIT also features last-number redial. For privacy, users can switch a call from the Speakerphone to a mobile phone by simply pressing the green 'call' button - or the reverse to transfer a call back to speakerphone. The battery-powered Parrot MINIKIT is totally self-contained with no external wires or accessories.

It is light-weight and ultra-compact. Weighing only 3.5 ounces and measuring only 4.3 x 2.5 x 1.2 inches - about the size of a wallet -- it is designed to fit in a pocket or a bag, and go everywhere you go. It features 10 hours of talk time, more than one week of standby time and will fully recharge in only three hours. And it comes with both a 12V and 120V charging unit.

Speaking on this new class of products, **Mr. Surinder Saini** Brand manager for Parrot of IDLDPL says, 'Parrot MINIKIT Bluetooth hands-free features the latest generation of Digital Signal Processing, which enables crystal clear conversations in any situation. The users enjoys speaking

on a mobile phone using this product without even bothering to taking the device near his mouth.'

**Pricing and Availability:** Priced at Rs.5990/-. This product range is easily available in the Indian market through most of the large retail stores and B2C websites.

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### **About IDLDPL**

IDLDPL (India Digital Life Style Distributors Pvt. Ltd.) is one of the largest distributors of lifestyle products in India. It is promoted and managed by professionals who have immense experience in this industry. IDLDPL represents some of the world-reputed brands like Sony, Pentax, Creative, YES, Lacie, Parrot, Panasonic, Glofiish Tenda and Colorvision. Based out of New Delhi, it has presence all across India including metros like Mumbai, Kolkata, Chennai and Bangalore; and non-metro markets in B-and C-class cities. Besides, IDLDPL has tie-ups with all major retail chains including Reliance, Planet-M, Future Bazaar, TV-18, Metro, and Hypercity. IDLDPL also provides multi-location billing facility to its customers. IDLDPL believes in Quality of Services. Part of this, logistics and support are the company's forte.

### **About Parrot**

A member of Bluetooth SIG since June 2000, Parrot ([www.parrot.biz](http://www.parrot.biz)) is a leader in Bluetooth mobile phone accessories with over 1.5 million products sold. The company has developed extensive expertise in voice recognition and digital signal processing both in hardware and software. Parrot's focus is to provide the natural extension of mobile phones in three key areas: hands-free communication, audio streaming, and digital photos. Founded in 1994 by Henri Seydoux, Parrot is a global company headquartered in Paris with offices in Germany, Italy, Spain, UK, US and Hong Kong/China. U.S. offices are in New York, Detroit and Austin, Texas. Parrot products are sold online and through retail stores in more than 65 countries. Parrot and the Parrot logo are trademarks of SA. The 'Bluetooth' word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Parrot is under license. Other trademarks and trade names are those of their respective owners.

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