

# Parrot fashions Aust. future with Strike



Parrot's hands-free kits are world leaders.

Innovative European consumer electronics company Parrot is bringing in a range of business-enhancing devices and has extended its exclusive distribution deal with Queensland-based Strike Group.

Parrot is regarded as the European leader in wireless peripherals for mobile phones and has tenaciously re-entered the Australian market, launching new products including hands free and plug-and-play car kits, digital photoframes and portable wireless stereos, in response to a growing demand in the local market for wireless accessories.

As part of Parrot's aggressive re-launch into the Australian market they have extended the exclusive distribution agreement with Strike Group Australia to 2010.

Strike Group general manager Amanda Newberry said the company saw the potential of Parrot's innovative products to enhance the mobile phone experience.

"Despite being a relatively new player in Australasia, Parrot is well known in the European market, recognised for its innovative product range that pushes the boundary of consumer electronics products," Ms Newberry said.

Parrot chairman, CEO and founder Henri Seydoux said, "Australians are known to be early technology adopters who are looking for innovation and a competitive offering. We feel that Parrot is well placed to meet the needs of tech-savvy Australians

who are looking for a wireless product alternative.

"Despite a difficult market condition, Parrot achieved a sustained rate of business growth over the second quarter of 2008. Our international growth rate is close to 30 percent, and our strong position is enabling us to grow our business with a long-term focus," said Mr Sedoux.

Many of Parrot's products are used to enhance business communications, ranging from hand-free kits to office telephone conference units that, uniquely, can include calls to and from mobile phones.

Mr Seydoux founded Parrot in Paris in 1994, drawing strength from the success of his hands-free kits and call-



Strike's Adam Rockett and Chris Ryan.

ing on his expertise in wireless technology. Anticipating that mobile phones would become a key part of everyday life, Parrot launched the first wired hands-free car kit in 1998 and the first wireless Bluetooth hands-free kit in 2001.

With mobile phones starting to incorporate cameras and music players, Parrot saw a further opportunity to create devices to release the photos and tracks stored on phones without the need for wires. In 2006, Parrot started developing multimedia products including wireless Hi-Fi systems and LCD photo frames.

Parrot products are available from retail outlets including Telstra shops, Retravision, Wow Sight & Sound and online.

[www.parrot.com](http://www.parrot.com)

[www.strike.com.au](http://www.strike.com.au) ■

## IN BRIEF >>>

### DATA#3 IN DEFENCE

BRISBANE-BASED DATA#3 LIMITED has won the tender to supply Microsoft LAR Services to the Department of Defence for the next three years. Data#3 will work with the Department of Defence to obtain the most value out of their investment in Microsoft software. Federal Defence Minister Joel Fitzgibbon said, "This is expected to lead to cost reductions for Defence and can also be extended to all Australian Government agencies, including federal, state and territory, and local government agencies." Data#3 managing director John Grant said the company was delighted to have been selected for the contract and to assist the government. Mr Grant said the win follows Data#3 recent successes including Microsoft Australia's Licence Delivery, Software Asset Management and Security Partner of the Year for 2008 and being named as Australia's Enterprise Reseller of the year at the ARN IT Industry Awards. "Winning this competitive contract following our recent awards – in particular from Microsoft – consolidates Data#3's position as Australia's leading software licensing provider," Mr Grant said. [www.data3.com.au](http://www.data3.com.au) ■

## IN BRIEF >>>

### VODAFONE ROLLS BACK MOBILE BROADBAND PRICING

VODAFONE AUSTRALIA HAS ROLLED back the price of its Mobile Broadband plans, taking a key lead in the highly competitive mobile broadband space. Vodafone has returned to its popular price point of \$39.95 for 5GB per month, and has also cut the price of its 1GB plan, which was just introduced to the market last month, from \$29.95 to \$19.95. Vodafone's restructured mobile broadband pricing means broadband customers new to Vodafone will save \$10 per month. Previously this pricing was only available to Vodafone customers with a mobile phone and mobile broadband bundle. New customers on the 5GB plan will also receive Vodafone's new carry anywhere USB Internet Stick modem, free. [www.vodafone.com.au/mobilebroadband](http://www.vodafone.com.au/mobilebroadband) ■