



Parrot
AR.Drone
When video games become reality



Who is Parrot ?

Parrot, a global leader in wireless devices for mobile phones, stands on the cutting edge of innovation since 1994.

Parrot has developed the most extensive range of hands-free kits on the market for cars, motorbikes and scooters, including wireless multimedia products geared towards audiovisual applications.

In 2008, Parrot launched a new prestige line of high-end products bearing the hallmark of renowned artists.

In 2010, Parrot is launching a new generation a gaming devices : Parrot AR.Drone.

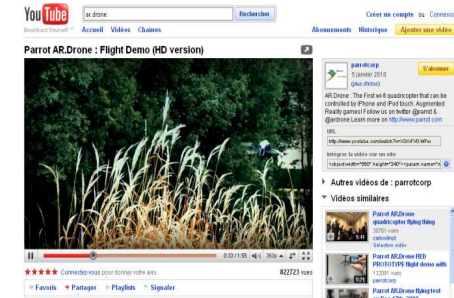
Parrot, headquartered in Paris, currently employs 450 people worldwide and generates 85% of its sales overseas.

Our After Market Range



Figures about *PARROT AR.Drone*

- **Official videos on Youtube :**
 - 1.055.000+ views of Flight video
 - 331.000+ views of Game video
 - 3.000.000+ views for all videos related to AR.Drone up to date
- **Media coverage**
 - 950+ articles/broadcasts worldwide
 - USA: 245 on-air broadcasts / 185 articles
 - France: 19 on-air broadcasts / 80 articles
 - UK: 2 on-air broadcasts / 94 articles
 - **Facebook/Twitter/email alerts**
 - 11000 fans Facebook
 - 5500+ followers on Twitter
 - 15000+ email alerts



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THE INDEPENDENT

PC ADVISOR

dannychoy.com

AP

Evening Standard

Forbes

IDG



AFP

USA TODAY

rft

SKY NEWS

engadget

GOOD MORNING AMERICA

abc

france info

BFM
LA RADIO DE L'ÉCO

REUTERS

THE WALL STREET JOURNAL

CBS NEWS

cnet uk
Expert tech reviews

POPULAR SCIENCE
THE FUTURE NOW

TF1

BBC NEWS

CNN

MTV

Stuff.tv
GADGETS GEAR TECHNOLOGY

PCWorld

Europe 1

G4

TechCrunch

BFM TV
NEWS 24/7

GIZMODO

derStandard.at

THE early show

London Evening Standard
standard.co.uk

metro

THE SUNDAY TIMES

01net.

THE Sun

the guardian

ars
ars technica

WIRED

The Daily Telegraph

BRIGHT

DE TIJD

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shiny shiny

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cnet

Le Monde

PARROT
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Le Monde

3D, tablettes et retour vers le réel : les tendances électroniques de 2010

20 000 produits doivent être présentés au Consumer Electronics Show de Las Vegas

Technologies
Le CES 2010, qui se tiendra du 3 au 7 janvier à Las Vegas, est la plus grande manifestation technologique au monde. Plus de 20 000 produits seront présentés, dont de nombreux prototypes. Parmi les tendances à surveiller, on peut citer la 3D, les tablettes et le retour vers le réel. Les technologies de la santé et de l'éducation sont également très présentes. Enfin, les objets connectés et les villes intelligentes sont des thèmes qui reviennent souvent.

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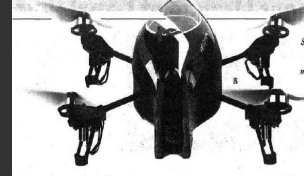
Gadget
IPHONE HELI
MET CAMERA

Gadget van het jaar 2010: de Parrot AR.Drone. In mensentaal een speelgoedhelikopter die met de iPhone is te besturen. Dat is vier rotors op zijn voorste stabiliteit zal niet-nederen zorg zijn, nee die ingebouwde camera, die maakt het verschil. Wel



LA TRIBUNE

INNOVATION



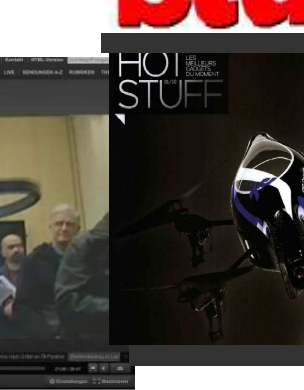
Un mini-drone piloté par iPhone pour des jeux vidéo inédits

Parrot a dévoilé un quadricoptère équipé de deux caméras destiné au grand public. Cet objet volant intègre des technologies des drones militaires.

La société Parrot a dévoilé au récent Salon de l'Électronique de Las Vegas un drone miniature à quatre hélices doté de deux caméras qui se pilote via une liaison wi-fi depuis un smartphone. Les concepteurs de l'AR.Drone veulent créer des jeux vidéo adaptés à ce jouet de luxe qui sera commercialisé cette année. Il aura nécessité quatre ans de recherche et développement aux ingénieurs de cette autonome-robotique.



DRONE PILOTÉ PAR IPHONE
Muni de quatre hélices, ce drone d'engin piloté via le Wi-Fi pour communiquer avec la décodeur embarqué deux caméras, l'une assure l'autre transmet à l'iPhone une vue en continu évolutif du drone. Prix : N/A. AR.Drone. Parrot



Rai Uno



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CES 2010: Parrot bringt Überwachungsdrohne für die Massen, taufte sie AR.Drone

Veröffentlicht am 01.10.2010 14:11 von Adam Wachs

Übersetzt von: [unbekannt]



Control a toy helicopter with your iPhone

A new toy helicopter that you can control with your iPhone could help lead iPhone and iPod Touch games toward an older dimension.

The AR.Drone (for "augmented reality"), by Paris-based tech firm Parrot, is controlled via Wi-Fi with an iPhone or Touch. Moving the iPhone turns the helicopter or makes it go forward and backward. Buttons on the iPhone make it go up or down.

The chopper has four propellers and two on-board video cameras. One camera assists in flight, the other broadcasts video back to the device. That's where game developers could use the toy's capabilities to create augmented reality games to play in the real world, Parrot founder Henri Seydoux says.

"For the first time, you can play together with a friend like a flying ace," he says. "You pilot your copter and could sit in the game, and the video camera that connection."

Adding the AR.Drone to a game could get gamers off the couch, he says. "You are playing in your backyard in reality, you are playing in reality. You will see that that is much more interesting because you have to factor in the wind and places you can hide for real," Seydoux says. Parrot is talking to game developers who might want to use the technology. "It is a new kind of game."

Abgehoben Die AR Drone von Parrot lässt sich per iPhone oder iPod Touch fernsteuern. Eingebaut ist eine Kamera, die Bilder auf das Apple-Gerät überträgt.

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BBC NEWS

Consumer Electronics Show unveils new sounds and visions



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LCI TFI

Les jouets de demain sont à Las Vegas



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AR.Drone main characteristics

Wifi b/g connection to the iPhone®

- Ad-hoc connection for full mobility gaming***
- Multiplayer gaming***
- Up to 50m/150 feet range***

Automatic hovering and trimming

Motion control interface

- Intuitive strafing commands***
- Automatic thrust compensation***
- Assisted take-off/land/up/down/rotation commands***

Live video streaming to the iPhone®

- Frontal camera: 93° lens, VGA (640x480)***
- Below camera: 64° lens, QCIF (176*144)***

Augmented reality tags

- Indoor and outdoor hull detection***
- 3D tag detection***
- Up to 5m/15feet range***



Live video streaming of 2 cameras

Frontal camera

- QVGA***
- 20 FPS***
- 93° lens***

Below camera

- QCIF***
- 20 FPS***
- 64° lens***



A self-stabilized flying digital video camera

A new flying experience

☐ iPhone control interface over Wifi

- ☐ Wifi b/g connection
- ☐ Motion control using the iPhone accelerometer
- ☐ Beginner/ace HMI
- ☐ Up to 50m/150 feet range



☐ Fully assisted take-off/landing

☐ Automatic hovering and trimming

☐ Performance

- ☐ Velocity : 5 m/s // 11 mph
- ☐ Flight time: 15mn
- ☐ Max wind velocity: 10 km/h // 7 mph

☐ Security

- ☐ Shock detection cut-out system
- ☐ Surrounding EPP hull for safe indoor flight



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Augmented reality video gaming

Augmented reality tags

- ▣ Indoor and outdoor hull detection
- ▣ 3D tag detection
- ▣ Up to 5m/15feet range

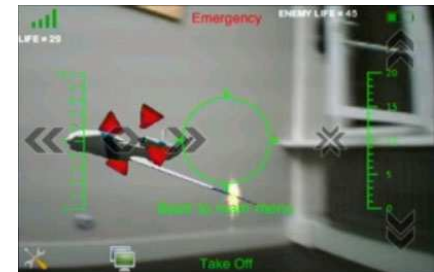
“Robot” demo

- ▣ Fight against a giant robot popping-out from the 3D tag
- ▣ Find out its weakness and destroy it



“Drone War” demo

- ▣ Become an ace flying againts other drones
- ▣ Improve your skills againts sharper ennemies



Multiplayer demo

- ▣ Play with friends and find out who is the ace

Partnering with the gaming industry

▣ Royalty free AR.Drone SDK

- ▣ Complete API documentation
- ▣ Parrot control interface source code
- ▣ Allows new iPhone apps and games development
- ▣ Allows new platform development

▣ Developer community online platform

- ▣ Developer forums
- ▣ Online support
- ▣ Documentation, SDK, source code

▣ Official partners

- ▣ Development of new functionalities
- ▣ Premium technical support



AR.Drone SDK

- ▣ Royalty free licence***
- ▣ Complete API documentation***
- ▣ iPhone control interface source code***
- ▣ Video game demos source code***
- ▣ Multiplatform source code examples***



Download from <https://projects.ardrone.org/>

Developer community online platform

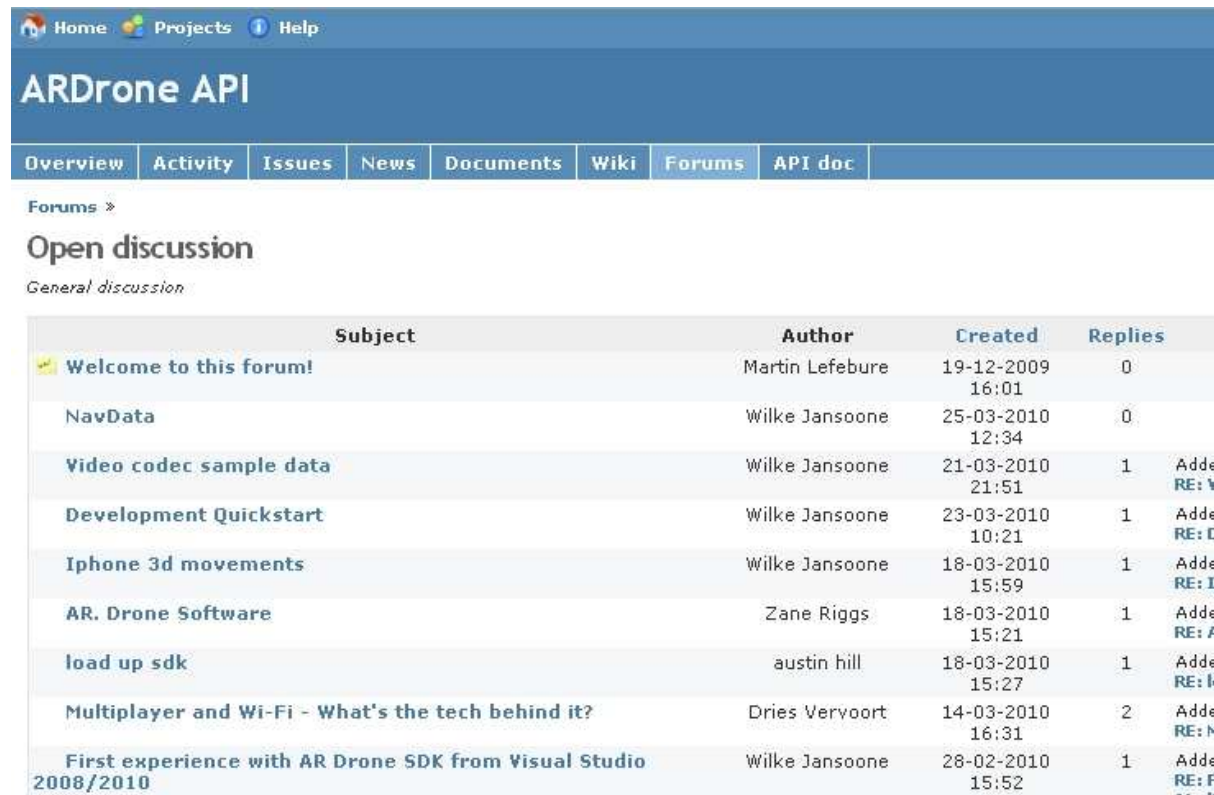
 **Platform powered by Redmine**

 **Multi project**

 **SVN browser**

 **Forums**

 **Online support**



The screenshot shows the ARDrone API forum interface. At the top is a navigation bar with links for Home, Projects, and Help. Below this is a header for 'ARDrone API' with a sub-navigation bar containing links for Overview, Activity, Issues, News, Documents, Wiki, Forums, and API doc. The main content area is titled 'Forums » Open discussion' and 'General discussion'. It features a table of forum posts with columns for Subject, Author, Created, and Replies. The first post is a welcome message from Martin Lefebure. Subsequent posts are by Wilke Jansoone, covering topics like NavData, Video codec sample data, Development Quickstart, Iphone 3d movements, AR. Drone Software, load up sdk, Multiplayer and Wi-Fi, and First experience with AR Drone SDK. The last post is dated 2008/2010.

Subject	Author	Created	Replies
Welcome to this forum!	Martin Lefebure	19-12-2009 16:01	0
NavData	Wilke Jansoone	25-03-2010 12:34	0
Video codec sample data	Wilke Jansoone	21-03-2010 21:51	1
Development Quickstart	Wilke Jansoone	23-03-2010 10:21	1
Iphone 3d movements	Wilke Jansoone	18-03-2010 15:59	1
AR. Drone Software	Zane Riggs	18-03-2010 15:21	1
load up sdk	austin hill	18-03-2010 15:27	1
Multiplayer and Wi-Fi - What's the tech behind it?	Dries Vervoort	14-03-2010 16:31	2
First experience with AR Drone SDK from Visual Studio 2008/2010	Wilke Jansoone	28-02-2010 15:52	1

<https://projects.ardrone.org/>



Thank you!