First Quadricopter Piloted by Wi-Fi Tops Recreation Category for 2010

SOUTHFIELD, Mich., /PRNewswire/ -- Parrot AR.Drone, the first quadricopter controlled by an iPod touch®, iPhone® or iPad™, has won a “2010 Best of What's New Award” in recreation from Popular Science.

The AR.Drone combines real and virtual worlds to offer an unparalleled flight experience. A front camera broadcasts and streams what the AR.Drone is seeing onto the iPod touch, iPhone or iPad screen and provides the opportunity for augmented reality games.

"The AR.Drone is a truly unique product that turns heads everywhere we go," said Parrot's North American Director of Marketing & Communications Kelly Zachos. "The Popular Science award reinforces Parrot's goal to develop technology that entertains, informs and transcends boundaries."

The AR.Drone, which retails for $299, is available in Brookstone stores, at Amazon.com and in Canada at BestBuy.ca. Parrot, a leader in wireless peripherals for mobile phones, first introduced the AR.Drone concept at the Consumer Electronics Show in January.

"For 23 years, Popular Science has honored the innovations that surprise and amaze us - those that make a positive impact on our world today and challenge our views of what's possible in the future," said Mark Jannot, Editor-in-Chief of Popular Science. "The Best of What's New Award is the magazine's top honor, and the 100 winners - chosen from among thousands of entrants - represent the highest level of achievement in their fields."

Popular Science also named the Parrot AR.Drone to its "Best of CES" list in 2010.

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