

Diploma Thesis

3D Drone Tracking

Image-Driven 3D Drone Tracking employing Multiple Stations for Agricultural Use

Submitted by

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Kurzfassung / Abstract

Eine Kurzfassung ist in deutscher sowie ein Abstract in englischer Sprache mit je maximal einer A4-Seite zu erstellen. Die Beschreibung sollte wesentliche Aspekte des Projektes in technischer Hinsicht beschreiben. Die Zielgruppe der Kurzbeschreibung sind auch Nicht-Techniker! Viele Leser lesen oft nur diese Seite.

Beispiel für ein Abstract (DE und EN)

Die vorliegende Diplomarbeit beschäftigt sich mit verschiedenen Fragen des Lernens Erwachsener – mit dem Ziel, Lernkulturen zu beschreiben, die die Umsetzung des Konzeptes des Lebensbegleitenden Lernens (LBL) unterstützen. Die Lernfähigkeit Erwachsener und die unterschiedlichen Motive, die Erwachsene zum Lernen veranlassen, bilden den Ausgangspunkt dieser Arbeit. Die anschließende Auseinandersetzung mit Selbstgesteuertem Lernen, sowie den daraus resultierenden neuen Rollenzuschreibungen und Aufgaben, die sich bei dieser Form des Lernens für Lernende, Lehrende und Institutionen der Erwachsenenbildung ergeben, soll eine erste Möglichkeit aufzeigen, die zur Umsetzung dieses Konzeptes des LBL beiträgt. Darüber hinaus wird im Zusammenhang mit selbstgesteuerten Lernprozessen Erwachsener die Rolle der Informations- und Kommunikationstechnologien im Rahmen des LBL näher erläutert, denn die Eröffnung neuer Wege zur orts- und zeitunabhängiger Kommunikation und Kooperation der Lernenden untereinander sowie zwischen Lernenden und Lernberatern gewinnt immer mehr an Bedeutung. Abschließend wird das Thema der Sichtbarmachung, Bewertung und Anerkennung des informellen und nicht-formalen Lernens aufgegriffen und deren Beitrag zum LBL erörtert. Diese Arbeit soll einerseits einen Beitrag zur besseren Verbreitung der verschiedenen Lernkulturen leisten und andererseits einen Reflexionsprozess bei Erwachsenen, die sich lebensbegleitend weiterbilden, in Gang setzen und sie somit dabei unterstützen, eine für sie geeignete Lernkultur zu finden.

This thesis deals with the various questions concerning learning for adults – with the aim to describe learning cultures which support the concept of live-long learning (LLL). The learning ability of adults and the various motives which lead to adults learning are the starting point of this thesis. The following analysis on self-directed learning as well as the resulting new attribution of roles and tasks which arise for learners, trainers and institutions in adult education, shall demonstrate first possibilities to contribute to the implementation

of the concept of LLL. In addition, the role of information and communication technologies in the framework of LLL will be closer described in context of self-directed learning processes of adults as the opening of new forms of communication and co-operation independent of location and time between learners as well as between learners and tutors gains more importance. Finally the topic of visualisation, validation and recognition of informal and non-formal learning and their contribution to LLL is discussed.

Gliederung des Abstract in **Thema, Ausgangspunkt, Kurzbeschreibung, Zielsetzung**.

Projektergebnis Allgemeine Beschreibung, was vom Projektziel umgesetzt wurde, in einigen kurzen Sätzen. Optional Hinweise auf Erweiterungen. Gut machen sich in diesem Kapitel auch Bilder vom Gerät (HW) bzw. Screenshots (SW). Liste aller im Pflichtenheft aufgeführten Anforderungen, die nur teilweise oder gar nicht umgesetzt wurden (mit Begründungen).

Declaration of Independent Work

STATUTORY DECLARATION

I hereby declare under oath that I have composed the present work independently and without external assistance, have not used any sources and aids other than those specified, and have identified as such the passages extracted literally and in content from the sources used. My work may be made publicly accessible if there is no confidentiality notice.

Place, Date

Author 1

Place, Date

Author 2

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1 Introduction

In the introduction, it is explained why this topic was chosen. (Objectives and tasks of the overall project, technical and economic environment)

1.1 Detailed Task Description

1.1.1 Student Name 1

1.1.2 Student Name 2

1.2 Documentation of the Work

The project results are documented.

- Basic concept
- Theoretical foundations
- Practical implementation
- Solution approach
- Alternative solution approach
- Results including interpretation

Further suggestions:

- Manufacturing documents
- Test cases (measurement results...)
- User documentation
- Used technologies and development tools

2 Market Analysis

2.1 Industry Overview and Market Potential

Drones are transforming agriculture by offering innovative solutions to enhance efficiency and sustainability. As reported by Chaundler [3], companies like CO₂ Revolution are using drones to plant seeds in inaccessible areas, showcasing the potential of drone technology in reforestation and agricultural applications.

The global agricultural sector faces significant challenges, including the need to increase food production to meet the demands of a growing population and to address climate change impacts [14]. Traditional farming methods are often insufficient, leading to a surge in the adoption of drones for various agricultural purposes.

2.1.1 Applications of Drones in Agriculture

Drones are utilized in agriculture for a wide range of applications:

- **Crop Monitoring and Mapping:** Drones provide high-resolution aerial imagery, enabling farmers to monitor crop health, identify pest infestations, and assess soil conditions in real-time [14, 23].
- **Precision Spraying:** Equipped with advanced navigation systems, drones can apply fertilizers, pesticides, and herbicides precisely where needed, reducing chemical usage and minimizing environmental impact [1, 4].
- **Irrigation Management:** Drones assist in detecting variations in soil moisture levels using thermal sensors, helping optimize irrigation systems and conserve water resources [14].
- **Planting and Seeding:** Some drones are designed to plant seeds over large areas efficiently, particularly useful in reforestation efforts and hard-to-reach terrains [3].
- **Data Collection and Analysis:** Drones gather extensive data that, when processed with advanced analytics, provide actionable insights for improving crop yields and farm management practices [24].

2.1.2 Market Growth and Potential

The agricultural drone market is experiencing significant growth. Valued at \$0.88 billion in 2020, it is projected to reach \$5.89 billion by 2030, with a

compound annual growth rate (CAGR) of 22.4% [23]. Key factors contributing to this growth include:

- **Demand for Increased Food Production:** Global population growth drives the need for higher agricultural output, encouraging the adoption of efficient technologies like drones [14].
- **Technological Advancements:** Improvements in drone capabilities, such as enhanced sensors and longer flight times, make them more practical for agricultural applications [1].
- **Adoption of Precision Farming Techniques:** Farmers are increasingly utilizing drones for site-specific crop management to optimize resource use and increase yields [23].

2.1.3 Challenges and Opportunities

While the potential is significant, the adoption of drones in agriculture faces several challenges:

- **Regulatory Barriers:** Strict government regulations on airspace and drone operations can hinder deployment [14].
- **High Initial Costs:** The expense of acquiring and maintaining advanced drones may be prohibitive for small-scale farmers [23].
- **Technical Skills Requirement:** Effective use of drones demands specialized knowledge, which may not be readily available in all farming communities [24].

Opportunities to address these challenges include:

- **Government Support:** Initiatives like Austria's "Smart Farming" action plan aim to integrate digital technologies into agriculture, providing funding and resources to farmers [7].
- **Technological Innovations:** Developing user-friendly and cost-effective drones can lower barriers to entry [1].
- **Education and Training:** Implementing programs to educate farmers on drone technology enhances adoption and effective utilization [14].

2.2 Target Group Definition

Our ideal customers are medium to large agricultural enterprises, service providers, and technology companies focused on modernizing agriculture with drone technology.

Key Characteristics

- **Demographics:** Decision-makers aged 35–60 with higher education in agriculture or business management, often fitting the 'Progressive Realists' or 'Adaptive Pragmatic Middle' Sinus-Milieus [10].

- **Geographics:** Located in agricultural regions such as Lower Austria, Styria, and Upper Austria.
- **Psychographics:** Innovation-oriented, value efficiency and sustainability, open to new technologies.
- **Behavioral:** Research thoroughly before purchases, attend industry events, rely on professional networks.
- **Needs:** Affordable, reliable drone tracking systems to optimize farming operations.
- **Technographics:** Moderate to high technological proficiency, use agricultural management software, active on professional forums.

2.3 Buyer Personas

Persona 1: Thomas Bauer

- **Age:** 52
- **Role:** Owner of a large family farm
- **Location:** Lower Austria
- **Goals:** Increase crop yields and efficiency through technology
- **Pain Points:** High costs of advanced drones; needs affordable tracking solutions
- **Behavior:** Reads industry news, attends agricultural fairs, values practical solutions

Persona 2: Maria Hofer

- **Age:** 40
- **Role:** CEO of an agricultural technology service provider
- **Location:** Graz, Styria
- **Goals:** Expand services with cost-effective drone solutions
- **Pain Points:** Requires reliable tracking without expensive onboard equipment
- **Behavior:** Active on LinkedIn, follows industry trends, seeks scalable solutions

Persona 3: Andreas Schneider

- **Age:** 55
- **Role:** Government agricultural advisor
- **Location:** Vienna
- **Goals:** Promote sustainable farming practices using new technologies
- **Pain Points:** Finding cost-effective solutions for widespread adoption
- **Behavior:** Reads policy papers, influences procurement decisions, values ecological responsibility

2.3.1 Competitor Analysis

The 3D object tracking market in Austria, while nascent, is witnessing increasing competition due to the rising demand for automation, immersive experiences, and enhanced security across various sectors. The following analysis focuses on three key competitors, considering their relevance to the Austrian market [9]:

1. **Vicon (UK):** A well-established player in motion capture, Vicon's influence extends across Europe, including Austria. They cater to diverse industries, particularly those requiring advanced motion capture and analysis. Their solutions are known for high accuracy and versatility, but the associated high cost might limit their accessibility for some customers [12].
2. **Qualisys (Sweden):** Qualisys offers sophisticated motion capture systems with a strong presence in research and development sectors within the EU. Their focus on precision and data quality makes them attractive for scientific and engineering applications. However, their solutions might be less suitable for cost-sensitive or less technically demanding use cases [16].
3. **ViewAR (Austria):** A key player in Austria's AR and 3D technology landscape, ViewAR specializes in augmented reality solutions, integrating 3D tracking and object recognition. Their focus on AR applications and local presence gives them an advantage in understanding the specific needs of the Austrian market [22].

Competitive Landscape

The Austrian 3D object tracking market is characterized by a mix of international players like Vicon and Qualisys, who bring their established expertise, and local companies like ViewAR, who offer specialized solutions. The competitive landscape is still evolving, with opportunities for new entrants offering innovative and cost-effective solutions.

Our Differentiation and Positioning

Our 3D object tracking system distinguishes itself by providing a markerless solution that leverages computer vision and multiple calibrated ground stations. This approach offers a combination of accuracy, flexibility, and affordability, addressing the limitations of existing systems.

We position ourselves as a provider of an innovative and accessible 3D tracking solution that empowers businesses and individuals across various industries. Our target customers are those seeking a flexible and reliable tracking system that doesn't require specialized markers or reflectors, particularly in the industrial automation, AR/VR, security, and autonomous systems sectors within the Austrian market.

2.3.2 Conclusion

The market analysis highlights a promising opportunity for our 3D object tracking system, driven by growing demand in industrial automation, AR/VR,

security, and autonomous systems. Our markerless, multi-station approach differentiates us from competitors, offering accuracy, flexibility, and affordability. Further research will refine our understanding of target customers and ensure a successful market entry.

Appendix

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