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Individual Case Study

The DMZ Aerial Company’s Drone technology for the agriculture industry is very intriguing. The drone technology could help the industry significantly in multiple aspects. The issue with the drone technology, that I can foresee, is the cost, and the potential damage that could be caused from inexperienced pilots. Whether the pros of using a drone to survey, and enhance the yield that customers of DMZ, outweigh the cons, of cost and potential issues with the technology, will need to be determined by potential customers.

The Technology that DMZ utilizes for surveying agriculture land could easily be applied to many other businesses. I am an intern at a software, and geo-mapping company called GeoDigital. Geodigital makes use of LiDar technology to create 3d maps of buildings, electrical systems, and many other uses. They also own helicopters that provide an aerial aspect to these 3d maps. Instead of having both Trucks equipped with LiDar, and helicopters equipped with LiDar and very expensive cameras, why not have one drone that can achieve both of these? Then all it would require to get both the aerial and the ground portion of the 3D maps would be one flight of the drone.

I think that UAV/Drone technology needs to have a big increase in automated crash-avoidance. The big concern that I have seen with UAV or Drone technology is the susceptibility to either failure, or takeover as a result of hacking, as in the season 9 of the show 24. These two things would need to be absolutely eliminated before drones would be a viable option. The drones would also need to be able to avoid regular air traffic, the environment, such as trees, buildings, electrical lines etc. This would not be possible by making a “map” of an area either, because the chances are that, that environment will change shortly after making the map, thus making it unsafe to fly the drone in that area.