**Amazon’s Prime Air.**

Amazon recently revealed the big news of autonomously delivering packages to customers at its inaugural re:MARS conference in Las Vegas with its new “MK27” drone. With the service to start within months, the online retailer expects to pioneer the technology to get orders to buyers faster than the one-day delivery service.

Since December 2013, when Amazon CEO and Founder Jeff Bezos announced plans for a drone delivery service, the company has gone through more than two dozen drone designs, none of which was able to adequately avoid other aircrafts, objects or people on the ground. But its all electric Prime Air Drone, according to Amazon CEO Worldwide Consumer Jeff Wilke, is apparently safer, more efficient and more stable than the previous models.

The newest drone comes packed with some impressive features including artificial intelligence, diverse sensors, computer vision techniques, machine learning algorithms, etc, that allow it to operate more autonomously. Fully electric and independent, the drone can fly up to 15 miles and deliver packages weighing under 2.2 kilograms to customers in less than 30 minutes. Moreover, its hybrid design allows it to take off and land vertically, like a helicopter and fly horizontally and aerodynamically, like an airplane.

Amazon also plans to use Prime Air as a more sustainable alternative to ordinary delivery options like automobiles to save on fuel usage and reduce emissions. The fully electric delivery service is in line with the company’s vision to make a large portion of all Amazon shipments net zero carbon by 2030.

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