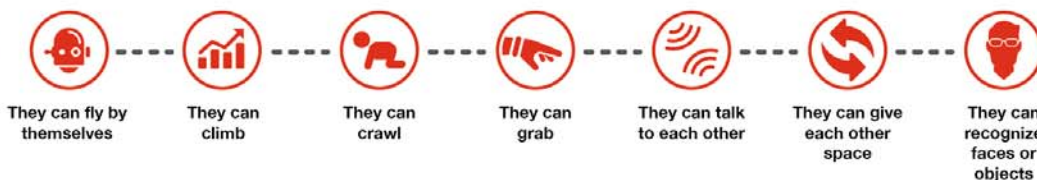


A look at drones as a data service



Drones extend existing aerial photography and sensor data collection methods. Because drones are short range, they complement other data sources, including satellite imagery, manned aircraft, and ground robots. Service providers aggregate these sources, filter, analyze, and deliver results to a smartphone or other display.

How drones are changing



Benefits

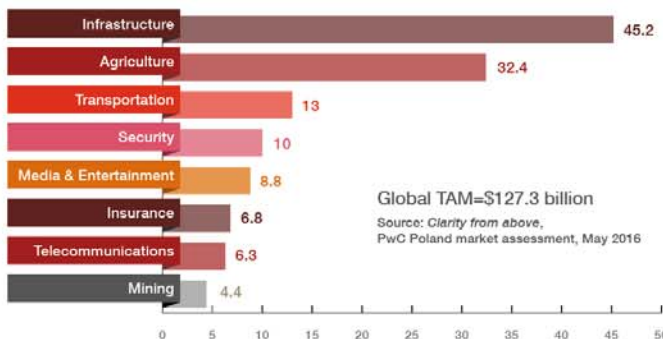
- Better precision
- Improved productivity
- Reduced labor cost
- More scalability and adaptability
- Increased safety

Limitations

- Bandwidth availability
- Stored energy density
- Coverage potential
- Lack of maturity

Drone services market: \$127 billion by 2020

Global drone services total available market in key industries (\$B)



Top business applications



Infrastructure inspection

Owners can augment or replace human inspection of potentially failing materials, structural elements, or pipeline or ducting leaks.



Precision farming

Farmers can immediately identify problem areas and tune water, fertilizer, herbicide, or pesticide levels accordingly.



Transportation

Drones can deliver urgently needed parts to ships underway or supplies to remote locations not easily served by manned aircraft or ground transportation.



Use your imagination

Many businesses are exploring other use cases for greater labor or cost savings, safety, or productivity.