

Press Release

For immediate distribution

senseFly to Host Free ‘Ag Drone Insights’ Webinar

Experienced agronomists will discuss UAV results, challenges, workflows and more

Cheseaux-Lausanne, Switzerland, January 18, 2017 – senseFly, the world’s first choice producer of professional mapping drones, will host a free educational webinar focusing on the different applications of drones in agriculture at 10:00 EST/16:00 CET on Tuesday, January 24.

During this event, experienced operators from two of the ag market’s agronomy leaders—AIRINOV (France) and Deveron UAS (Canada)—will discuss their companies’ drone use, including the opportunities and challenges that adopting this technology brings. Attendees must register in advance [here](#) for the one-hour webinar, entitled *Ag Drone Insights – Experienced Agronomists Discuss UAV Results, Costs, Workflows and More*.

“Across the globe, agronomists, growers and researchers are increasingly using drones to gain deeper insights and to optimise their operations,” said senseFly’s CEO, Jean-Christophe Zufferey. “This webinar will help professionals who have yet to adopt UAV technology to more fully understand how and when drones can help drive their businesses, and those of their clients, forward.”

Norm Lamothe, head of UAS agriculture at Deveron UAS, is an entrepreneur and farmer with vast experience that spans both agriculture and aviation industries. In his talk, Norm will demonstrate how Deveron UAS employs drone tech across eastern Canada to more accurately analyse the health of its clients’ crops, optimise their applications, predict yields and identify issues such as disease and infestation. For example, he will describe his team’s work using drones to analyse the vulnerability of wheat crops to winter kill.

Erick Lebrun, communications manager at AIRINOV, is an engineer with global agriculture and agri-food experience. Erick will discuss how AIRINOV combines its expert crop insights with data from senseFly fixed-wing UAVs to help its customers produce more and optimise their time. For example, he will detail AIRINOV’s work with OCEALIA Groupe, a large French farming cooperative, whose farmers have benefitted from a 10 percent yield increase since employing AIRINOV’s drone-based consulting services.

Webinar attendees will learn:

- How to choose, adopt and operate ag drone technology
- The different drone applications possible — from scouting to irrigation planning
- How to manage drone data and transform this into marketable products

- The real cost of ag drone ownership
- The impact of drone regulations on doing business
- How to build a scalable business based on drone generated imagery

In addition, senseFly will provide a glimpse into the company's newest advanced agricultural drone, the eBee SQ.

Register for "Ag Drone Insights" at www.sensefly.com/webinars/ag-drone-insights.html

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About senseFly

At senseFly, we believe in using technology to make work safer and more efficient. Our proven drone solutions simplify the collection and analysis of geospatial data, allowing professionals in surveying, agriculture, engineering and humanitarian aid to make better decisions, faster.

senseFly was founded in 2009 and quickly became the leader in mapping drones. The company is a commercial drone subsidiary of Parrot Group. For more information, go to www.sensefly.com.