

Press Release

For immediate distribution

senseFly & Trimble optimize workflow for geospatial drone operators

New collaboration ensures seamless integration between senseFly's eMotion flight & data management software and Trimble Business Center Aerial Photogrammetry module

Cheseaux-sur-Lausanne, Switzerland, April 3, 2018—senseFly, the world's leading producer of professional drone solutions, today announced a new software integration with Trimble, which optimizes the drone mapping workflow for geospatial professionals.

The new integration between the company's software ensures the smoothest possible end-to-end mapping drone (UAS) workflow. senseFly operators can now, within their drone's recently launched eMotion 3.5 software, transform a senseFly S.O.D.A. camera's georeferenced imagery into an automatically-collated project (in .jxl format). This enables the simple, one-click import of drone imagery into the Trimble® Business Center Aerial Photogrammetry module without the need for manual project creation and organization of images.

The senseFly-to-Trimble mapping workflow becomes as simple as:

- Planning & monitoring a senseFly S.O.D.A.-based drone flight (in eMotion 3.5)
- Downloading the drone's images for one-click georeferencing in eMotion 3.5 (Flight Data Manager)
- Clicking to create a .jxl format mapping project
- Opening a project within the Trimble Business Center Aerial Photogrammetry module
- Processing the drone's imagery to generate orthophotos, contour maps, point clouds, digital surface models (DSMs) & feature maps
- Analyzing & acting upon the data

“Making work easier and more efficient for geospatial professionals is the goal that drives every solution we develop,” said Jean-Christophe Zufferey, senseFly's Co-Founder and CEO. “Therefore, we are excited to collaborate with Trimble on more tightly integrating our solutions, since enhancements such as this new eMotion-to-Trimble Business Center workflow do exactly that, ensuring that the transition from data collection to acting upon this data is as seamless as possible.”

The senseFly S.O.D.A. is the first camera to be built for professional drone photogrammetry work. This 1-inch, 20-megapixel RGB camera captures amazingly sharp aerial images, across a range of light conditions, allowing senseFly fixed-wing drone operators to produce detailed, vivid orthomosaics and ultra-accurate 3D digital surface models. senseFly S.O.D.A. is compatible with most senseFly fixed-wing mapping drones, including the large-coverage eBee Plus.

In addition to producing powerful photogrammetric deliverables, Trimble Business Center allows surveyors and other geospatial professionals to combine aerial photography with data collected from GNSS receivers, total stations, 3D laser scanners and more, for a complete field-to-finish workflow. By easily combining imagery from unmanned aerial systems with ground-based survey data, users can visualize their project from both aerial and terrestrial perspectives, measure points within the images and create 3D models of the infrastructure and terrain.

###

Press Contacts:

BDB Marketing for senseFly
Laura Stoker or Megan Cutts
Tel: +44 (0) 161 925 4700
Email: sensefly@bdb.co.uk

Jessica Sader
Marketing Communications Manager, senseFly
Tel: +1 (202) 450 1511
Email: jessica.sader@sensefly.com

Matt Wade
Marketing Director, senseFly
Mobile: +41 (0) 79 853 0412
Email: matthew.wade@sensefly.com

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.

About Parrot

Founded in 1994 by Henri Seydoux, Parrot is today the leading European group in the fast-growing industry of drones. Visionary, at the forefront of innovation, Parrot is a real 'End to End' drone group from hardware and software to services.

Parrot, the world's number 2 of the consumer drone market, designs drones known for their high performance and ease of use.

Parrot is also offering business solutions, covering drones, software and services mainly focusing on 3 major verticals: (i) Agriculture, (ii) 3D Mapping, Surveying and Inspection and (iii) Public safety.

The Parrot Group designs and engineers its products in Europe, mainly in France and Switzerland. It currently employs 600 people worldwide and makes the majority of its sales outside of France. Parrot, headquartered in Paris, has been listed since 2006 on Euronext Paris (FR0004038263 - PARRO). For more information: www.parrot.com