

Press Release

For immediate distribution

Enterprise Partnerships with Trimble and Microsoft Drive senseFly Strategy Forward

CHESEAUX-SUR-LAUSANNE, Switzerland, 13 November 2019 – senseFly, the global leader in [fixed-wing drones](#), has announced new strategic partnerships. The organisations include Trimble and Microsoft and demonstrate the capability and suitability of senseFly’s fixed-wing drones and drone sensors for precision agriculture.

“Trimble and Microsoft are major players in the agriculture sector, and these relationships are a testament to senseFly’s drones operating at the high standards required by large organisations to deliver the results they need”, explained Gilles Labossière, CEO of senseFly. “This includes being able to offer a range of cameras to meet project-specific requirements, absolute accuracy down to 3cm and unparalleled flight times that enable coverage of up to 500 ha (1,235 ac) in a single flight.”

[senseFly’s distribution agreement with Trimble](#), as part of its Trimble Select list of preferred partners, will see senseFly products distributed via the Trimble Agriculture network, giving agriculture professionals across North America and Europe direct access to senseFly products. This will be particularly beneficial in helping agronomists, farmers and researchers accurately plan and manage their operations, as the eBee X and its suite of sensors add value throughout the growing season by providing efficient crop insights.

This week, senseFly was also announced as a partner for [Microsoft Azure FarmBeats](#). Azure FarmBeats is an agriculture initiative that seeks to sustainably increase global food production by 70% by 2050. Azure FarmBeats combines IoT sensors, UAVs and more, to collect and analyse large amounts of agriculture data. The data are then used to develop new artificial intelligence and machine learning algorithms to provide actionable insights to farmers.

For nearly a decade, senseFly has played a leading role in the fixed-wing drone industry for the GIS and agriculture markets. Currently, [senseFly holds 45% of the US fixed-wing drone market](#). The continued maturation of the drone industry from early adopters to mainstream enterprise solutions could see this figure rise even further.

Matteo Triacca, VP Business Solutions at senseFly, commented: “As an organisation, we have worked hard to establish relationships and work closely with major industry players. senseFly’s commitment to servicing and further developing these partnerships, as well as establishing new ones, will continue to drive our corporate strategy across all verticals.”

Looking forward, senseFly is positioned to grow and service these new opportunities due to its significant global reach, market leading R&D capabilities and close collaboration with 3rd parties, such as senseFly partner [Pix4D](#).

For more information, please visit www.senseFly.com

[About senseFly](#)

At senseFly, we believe in using technology to make work safer and more efficient. As the global leader in fixed-wing drones, 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. The company is a commercial drone subsidiary of Parrot Group. For more information, visit www.senseFly.com, and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

Press contact

Barrett Dixon Bell for senseFly

sensefly@bdb.co.uk