

Press Release
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senseFly to bring game-changing multispectral sensor, Sequoia, to popular eBee Ag drone

By combining Parrot's new ultra-light multispectral sensor with senseFly's popular farming drone, agriculture professionals will be able to capture more accurate crop data, over a large area, in a single flight

Cheseaux-sur-Lausanne, Switzerland, February 9, 2016 – Swiss professional drone maker, senseFly, has confirmed that Parrot's Sequoia multispectral sensor – announced today at World Ag Expo in Tulare, California – will be immediately available for its eBee Ag drone from March, 2016.

Sequoia is the smallest, lightest multispectral UAS sensor released to date. It captures images of crops across four highly defined, visible and non-visible spectral bands, plus RGB imagery. In just one flight, agronomists, crop consultants and farmers can capture all the aerial data required to monitor and respond to the health of crops throughout the growing season.

“eBee Ag users will be able to benefit immediately from Sequoia's cutting-edge performance,” said Jean-Christophe Zufferey, CEO and co-founder of senseFly. “This will allow them to collect more actionable crop data than ever before, over much larger areas than multi-rotor drones can cover, and with the confidence that comes from using the drone rated number one in sub-2.2 lb performance*, all backed by professional senseFly support.”

Sequoia boasts a unique range of benefits:

1. Multispectral + RGB in just one flight

Sequoia includes four 1.2 MP sensors that capture data over four spectral bands (near-infrared, red-edge, red and green), plus a 16 MP RGB sensor, allowing both analytical data and visible imaging to be captured in the same flight. With this spectral breadth and the eBee Ag's renowned ease of use, up to hundreds of acres of actionable data can be collected.

This data can then be easily integrated into the eBee's full [drone-to-tractor workflow](#). Using photogrammetry software such as Pix4Dmapper, Sequoia's high-res imagery can be processed into orthophotos and index maps showing crop health. After careful analysis, these can be transformed into optimised application maps and exportable prescriptions — helping farmers to apply exactly the right amount of water or chemicals needed to boost yields and increase net profit.

2. Accurate results across different lighting conditions

To make effective business decisions, such as how much nitrogen to apply, it is crucial to attain accurate imagery, whatever the light conditions. Sequoia's upward-facing Sunshine sensor measures irradiance—the current light conditions—and automatically calibrates Sequoia's multispectral sensors to ensure high quality data even on cloudy or hazy days, for consistent measurements over time, and without the need to use a calibration tile before flight.

3. Scientific grade measurement at a fraction of the cost

Sequoia will cost significantly less than existing multispectral UAS sensors, bringing scientific-grade aerial imaging within reach of more ag professionals around the world.

4. Seamless integration with eBee Ag, the leading drone for precision agriculture

Customers will be able to purchase the eBee Ag with Sequoia, existing eBee Ag users will be able to use Sequoia with their systems**, and in future, Sequoia owners who fly non-senseFly drones will gain a simple upgrade path to the industry's most trusted fixed-wing small UAS.

5. Customised data capture

The eBee Ag's eMotion software enables Sequoia owners to specify exactly the level of data they require: choose between high- or low-resolution imagery, and whether or not RGB data is required alongside Sequoia's multispectral results — all as part of eMotion's one-click flight planning process.

Sequoia contains 64 GB of internal storage plus external (SD card) storage for full data flexibility. It is expected to be released in March, 2016.

* Source: droneii.com

** Applies to eBee-02 & eBee-03 platforms

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About senseFly: *At senseFly we develop and produce aerial imaging drones for professional applications. Our eBee Ag drone for precision agriculture was launched in 2014 and is today used by farmers, agronomists and researchers around the world.*

senseFly was founded in 2009 by a team of robotics researchers and quickly became the industry leader in professional mapping drones. Today we continue to lead the way in developing situationally aware systems that help professionals make better decisions.

For more information, visit www.sensefly.com or follow us on [Twitter](#), [LinkedIn](#) or [Facebook](#). senseFly is a Parrot company and a member of the Small UAV Coalition.