



DJI in the UK

Presentation for Drone Industry Action Group

26 September 2017



DJI – company brief

- Founded 2006
- 13,000 employees
- HQ in Shenzhen, China – European offices in Amsterdam and Frankfurt.
- UK representation currently through our network of dealers and Inline Policy.
- Technology focused:
 - Consumer / Prosumer line – Phantom, Mavic-Pro, Spark, Inspire
 - Commercial line – M200, S-series, Agras
 - Spin off products – Osmo, Ronin, ESC, components

Working jointly with regulators & policymakers

EU / USPACE / International

- Expert group behind EASA NPA
- SESAR-JU WG 1,2,3 on U-space
- EC steering group for U-space
- Eurocae WG 105
- Founding member of Global UTM Association
- JARUS
- ICAO UAS-AG

Germany

- Founding member of Drone Council (Beirat) Q4 2017
- Member of UAV-DACH, BVZD etc.

France

- Observer of Civil Drones Council
- Member of FPDC

US

- Working with FAA and members of DAC and ARCs.

A fast-growing footprint in the UK

- **Market presence**
- One of most promising markets (top 3 in Europe)
- Increasing industrial customer base - National Grid, SkyFutures, Aerodyne, Team UAV etc.
- **Cooperation with public sector/authorities**
 - Police Force (Essex, Devon&Cornwall, Kent, Staffordshire, Dorset, Cheshire), Fire Brigade
 - Prison Service, MoJ
- **Member of ARPAS (since Spring 2017)**
 - Support of customer base
 - Potential for joint projects

Contributing to the IAG

- **Help develop standards and regulation**
 - UK is one of the most advanced countries in the use of drones – DJI can learn from experiences and respond with new products.
 - DJI is engaged across the world and can advise on what works and what does not in terms of regulation.
- **Explore market innovations**
 - To maintain the UK's position as a leading player in the drone economy, new innovative ways of using drones must be developed – in collaboration between industry, government and private business.
- **Ensure safe use of drones**
 - DJI is an advocate of safety being paramount for the public acceptance of drones and eager to engage in safety work and campaigns.
- **Provide invaluable user feedback**
 - With a solid customer base, we represent our customers and their needs more than pure industry.