

DJI – A CHINESE COMPANY LEADING ITS FIELD WITH BEST- IN-CLASS TECHNOLOGY



THE ANTWERP
FORUM
安特卫普论坛

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10

YEARS

IMAGINATION

INNOVATION

INSPIRATION

ABOVE THE WORLD
EARTH THROUGH A DRONE'S EYE

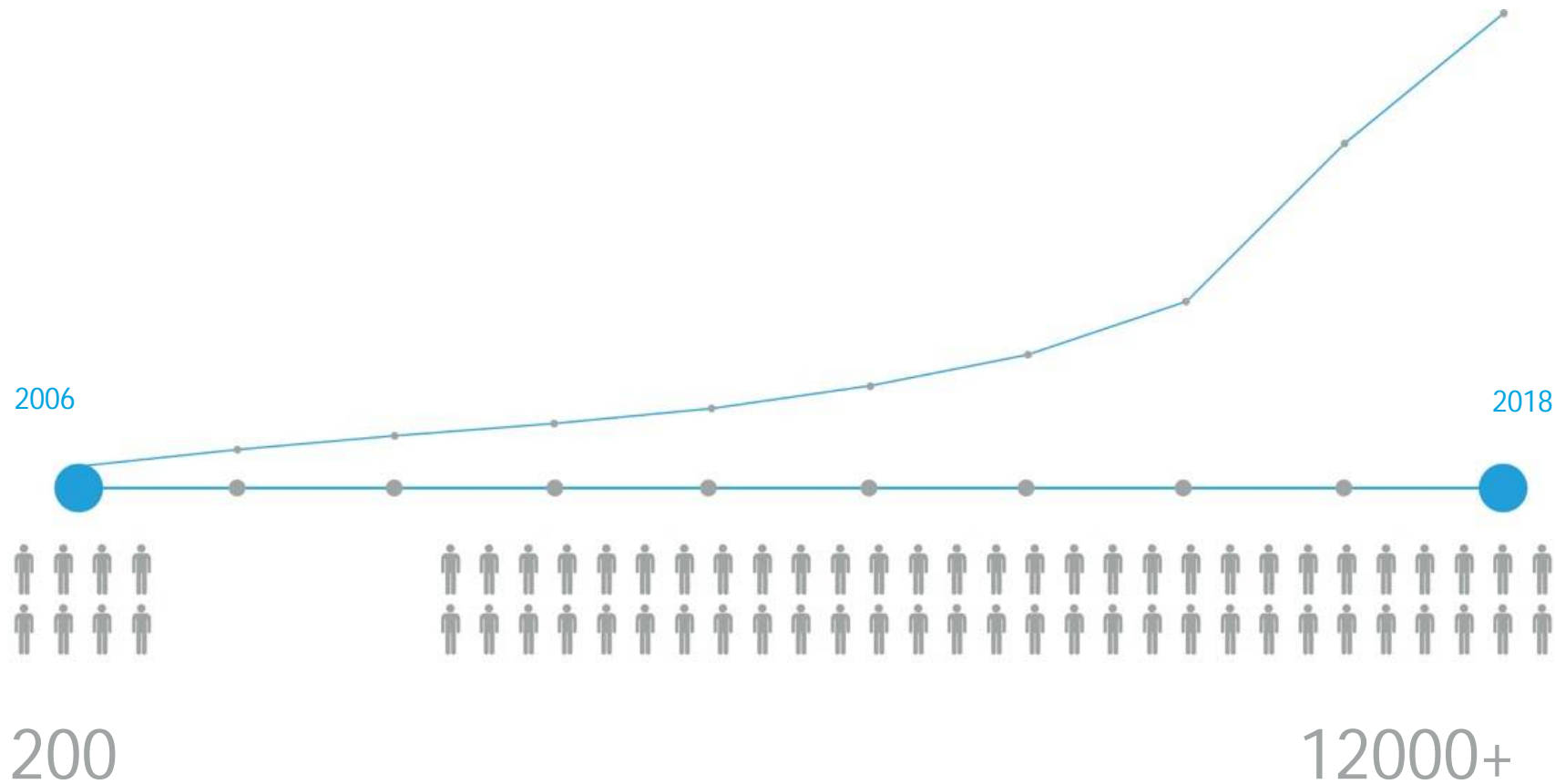
2016 was DJI's 10th Anniversary where we celebrated a decade of Imagination, Innovation and Inspiration for and with creators from around the world.

ABOUT US

- DJI was founded in 2006 by our current CEO, Frank Wang - *Wāng Tāo*. Frank's lifelong passion has been flying model aircraft, but he knew that their potential was not being met because of how difficult they were to operate. When he bought his first RC helicopter, it crashed at the first attempt, and Frank thought there must be something better he could do with flying devices.
- Frank developed a stabilization system that allowed model RC helicopters to hover. This system became the basis of DJI, which has focused on making complex robotic technology accessible for anyone with a creative vision.
- In 2012, DJI launched its first ready-to-use drone, the iconic Phantom. It is still in our product portfolio today, now in its fourth generation.
- Thus, DJI moved from being a components company to a drone company and a leading player in this field.
- It's important to note that DJI is one of the key Chinese companies that has helped to turn around the image of Chinese companies being copy-cats in the field of technology.



ENORMOUS GROWTH



OFFICES

USA
Palo Alto
San Francisco
Los Angeles
New York
Washington D.C.

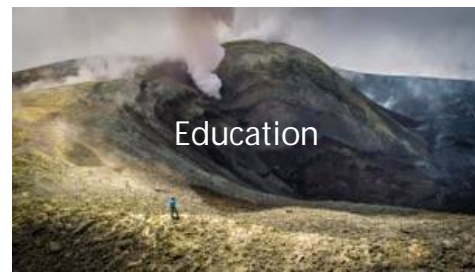
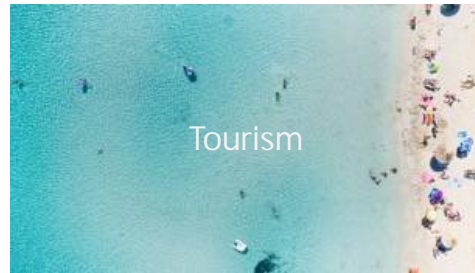
EUROPE
Rotterdam
Amsterdam
Frankfurt
Niederlauer

APAC
Seoul
Tokyo
Saitama
Beijing
Shanghai
Hong Kong
Shenzen (HQ)

AUSTRALIA
Melbourne



REVOLUTIONIZING INDUSTRIES



Many more...

BOLD INNOVATION

AERIAL SOLUTIONS



MAVIC AIR



SPARK



MAVIC PRO



PHANTOM 4
PRO



INSPIRE 2



AGRAS MG-1
SERIES



MATRICE 200



MATRICE 600



SPREADING
WINGS SERIES

BOLD INNOVATION

IMAGING SOLUTIONS

AERIAL



ZENMUSE X5S



ZENMUSE X4S



ZENMUSE Z30



ZENMUSE X5R



ZENMUSE X5



ZENMUSE XT

HANDHELD



OSMO PRO
OSMO RAW



OSMO
MOBILE



OSMO+



OSMO

PRO



RONIN-MX



RONIN 2

BOLD INNOVATION SOFTWARE



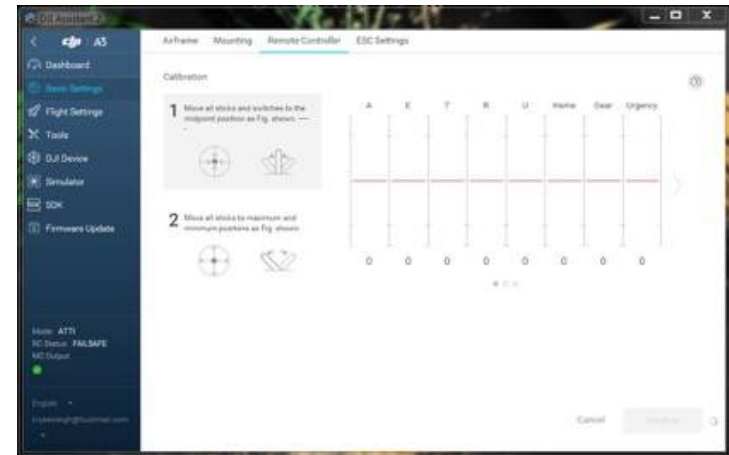
GO App



GroundStation Pro



Assistant



BOLD INNOVATION– EXAMPLES

Throughout the years, we have developed a complex suite of technology with one key objective: simplicity. Simplicity in flight so our customers, creative people around the world, can focus on capturing the images most important to them. What we are aiming to achieve is the **democratization of technology**.

DJI's last two years were absolutely breathtaking. We didn't stop to innovate and our drones set milestones and became the standard in the industry.

- In late 2016, we created our most powerful and intelligent ready-to-fly drone – the Phantom 4 Pro. The combination of professional imaging and 5 directions of sensing made it the perfect storytelling tool for all types of creative professionals.
- Another big breakthrough came when we unveiled the now-iconic folding design of the Mavic Pro. By making it easier than ever to take a 4K drone wherever you go, we set a new standard for drone technology and introduced the most popular drone of all time. The Mavic Pro is now used by content creators and amateur photographers and has redefined the notion of drones as a creative tool.
- In May 2017, we introduced the Spark, which set the standard for intuitive drone technology – Spark takes off from your palm, can be controlled by a wave of the hand, and captures amazing shots with one tap. Since launching Spark, we've seen an entirely new generation of drone pilots flying for the first time.

PROJECTS - WORLD RALLY CHAMPIONSHIP



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- DJI has been an official supplier of WRC (13 events per year) since 2016
- DJI drones allow to film the races in action with our unique footage being used in live broadcasts as well as for performance analysis
- We film specific spots from above using a Phantom 4 Pro. This is in addition to the Inspire 2 which follows the cars close up.
- With a special software, we overlay the two sequences showing the different ways the drivers master challenges on a tight course. The drivers use this analysis to improve their performance.

PROJECTS – PREDICTING MOUNT ETNA



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- Creation of academic and research-focused content.
- In June 2017, DJI completed a ground-breaking mission for volcano research by collecting gas directly from the crater of Italy's Mount Etna in cooperation with the University of Mainz, Germany.
- The team used a DJI Inspire 1 with Zenmuse XT thermal camera to detect the crater's temperature.
- It also used the DJI Matrice 600 Pro as a frame for a measurement box to analyse gas composition and deformation from the air.
- Purpose: to predict the likelihood of the volcano erupting.



THANK YOU