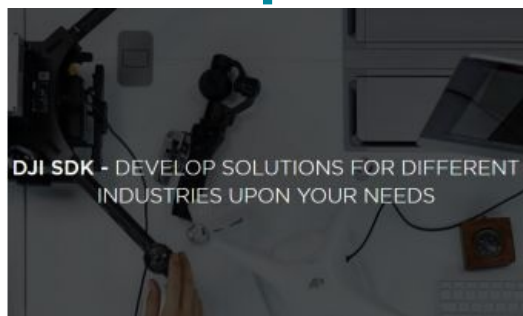


DJI and Microsoft Partner to Bring Drone Technology to Enterprise



DJI, a world leader in civilian drones and aerial imaging technology, and Microsoft have announced a strategic partnership to bring advanced AI and machine learning capabilities to DJI drones, helping businesses harness the power of commercial drone technology and edge cloud computing.

Through this partnership, DJI is releasing a software development kit (SDK) for Windows that extends the power of commercial drone technology to the largest enterprise developer community in the world. Using applications written for Windows 10 PCs, DJI drones can be customised and controlled for a wide variety of industrial uses, with full flight control and real-time data transfer capabilities, making drone technology accessible to Windows 10 customers numbering nearly 700 million globally.

DJI has also selected Microsoft Azure as its preferred cloud computing partner, taking advantage of Azure's industry-leading AI and machine learning capabilities to help turn vast quantities of aerial imagery and video data into actionable insights for thousands of businesses across the globe.

DJI's new SDK for Windows empowers developers to build native Windows applications that can remotely control DJI drones including autonomous flight and real-time data streaming. The SDK will also allow the Windows developer community to integrate and control third-party payloads like multispectral sensors, robotic components like custom actuators, and more, exponentially increasing the ways drones can be used in the enterprise.

In addition to the SDK for Windows, Microsoft and DJI are collaborating to develop commercial drone solutions using Azure IoT Edge and AI technologies for customers in key vertical segments such as agriculture, construction and public safety. Windows developers will be able to use DJI drones alongside Azure's extensive cloud and IoT toolset to build AI solutions that are trained in the cloud and deployed down to drones in the field in real-time, allowing businesses to quickly take advantage of anything they learn at one individual site and rapidly apply them across the organisation.

DJI and Microsoft are already working together to advance technology for precision farming with Microsoft's FarmBeats solution, which aggregates and analyses data from aerial and ground sensors using AI models running on Azure IoT Edge. With DJI drones, the Microsoft FarmBeats solution can take advantage of advanced sensors to detect heat, light, moisture and more to provide unique visual insights into crops, animals and soil on the farm. Microsoft FarmBeats integrates DJI's PC Ground Station Pro software and mapping algorithm to create real-time heatmaps on Azure IoT Edge, which enable farmers to quickly identify crop stress and disease, pest infestation, or other issues that may reduce yield.

With this partnership, DJI will have access to the Azure IP Advantage program, which provides industry protection for intellectual property risks in the cloud. For more information on the Windows SDK and DJI's full suite of developer solutions, visit developer.dji.com