



PRESS RELEASE

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Agribotix™ partners with senseFly to offer agricultural clients a professional-grade, end-to-end drone & data processing solution

– By combining the eBee SQ, senseFly’s advanced, long-range agricultural drone with Agribotix’s award-winning FarmLens™ cloud processing platform, the companies have created an easy-to-use solution that is perfectly optimised for the early identification and troubleshooting of crop issues –

BOULDER, COLO/CHESEAUX-SUR-LAUSANNE, SWITZERLAND, January 11, 2017 – Agribotix,™ a leader in drone-enabled agricultural intelligence, has partnered with senseFly, the world’s leading producer of professional fixed-wing drones, to offer a new combined solution for professional users.

This premium technology solution combines the top drone, sensor and agricultural data processing technologies available today to make collecting and analyzing aerial data easier than ever, with several times more coverage, per flight, than is possible with most quadcopter solutions.

By adopting the eBee SQ as its new fixed-wing drone platform, Agribotix is signaling its ongoing commitment to sourcing the best hardware on the market to bundle with its award-winning [FarmLens™ SaaS platform](#), a 100% agricultural data processing cloud solution. The [eBee SQ](#) is built around Parrot’s groundbreaking Sequoia sensor. This features multispectral sensors that capture calibrated data across four highly distinct spectral bands (near-infrared, red-edge, red and green), plus RGB imagery, in a single flight.

The FarmLens Professional subscription now being bundled with the eBee SQ gives users the unique ability to perform the full crop scouting workflow in the field: fly large areas efficiently, capture ground truthing images, make notes, and share detailed information about trouble spots with farmers from the field. FarmLens users gain valuable insights about crop conditions without having to become experts in data processing.

“The combined solution of the eBee SQ and FarmLens is a great fit for people who are looking for a simple, yet powerful, 100% agricultural solution,” said Lou Faust, Agribotix CEO. “After evaluating the fixed-wing options available today, there was no question that the eBee SQ is the easiest to use long-range drone on the market. It also has the best-in-class agricultural sensor, while FarmLens does the heavy lifting in the background, returning superb quality data presentation via the [Agribotix Digital Scouting Report](#) and enabling farmers to make time-critical adjustments.”

“We’re delighted to join forces with Agribotix in pairing the eBee SQ with FarmLens,” added Jean-Christophe Zufferey, senseFly’s CEO. “This partnership creates a professional end-to-end solution that is uniquely easy to use.”

Having purchased the combined solution, customers will be able to receive full professional hardware support via senseFly's existing network of expert distribution partners.

ABOUT AGRIBOTIX

Founded in Boulder, Colorado, in 2013, Agribotix LLC delivers agricultural intelligence to increase yields and profits using drone-enabled technologies. All Agribotix solutions include FarmLens,™ a leading cloud-based data analysis and reporting solution for people using drones in agriculture. Outputs include agricultural intelligence maps for in-season fertilization, georeferenced reports that can be used to identify resistant weed patches and estimate coverage, stand density analysis, and specialized reporting that supports precision agriculture programs. The FarmLens solution is available separately and in complete bundles. For more information, visit www.agribotix.com or call (720) 295-3625.

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ABOUT SENSEFLY

At senseFly we develop and produce aerial imaging drones for professional applications. Since 2012, senseFly has played a pivotal role in the agriculture market. By working closely with crop consultants, agrochemical companies and research institutes around the world we have succeeded in developing safe, ultra-light and easy-to-use drones that meet our customers' evolving needs. Today we continue to lead the way in bringing to market intelligent, highly durable farming drones that help agricultural professionals to make better decisions. senseFly is the commercial drone subsidiary of [Parrot Group](http://www.parrot.com), the world leader in consumer drones. Learn more at www.sensefly.com

ABOUT PARROT

Founded in 1994 by Henri Seydoux, Parrot creates, develops and markets advanced technology wireless products for consumers and professionals. The company builds on a common technological expertise to innovate and develop in three primary markets:

- Civil drones: With recreational drones and solutions for professional use.
- Connected objects: With a focus on audio and gardening.
- Automotive: With the most extensive range of hands-free communication and infotainment systems for vehicles on the market.

Headquartered in Paris, Parrot currently employs more than 1.000 people worldwide and generates the majority of its sales overseas. Parrot has been listed on Euronext Paris since 2006. (FR0004038263 – PARRO)

For more information: www.parrot.com

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