

Airinov: Drone efficiency in Precision Farming

According to research from OCEALIA, farmers earned on average +69€ per hectare on wheat and +107€ per hectare on oilseed rape*, thanks to AIRINOV technology.

AIRINOV, which is a subsidiary of Parrot Group, offers to farmers measure and agronomic recommendation service using drones, to support the fertilization of wheat and oilseed rape (OSR).

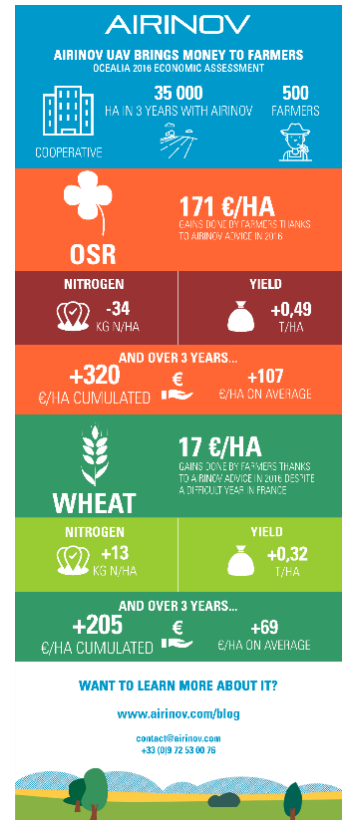
As fertilization is a primary expense across the sector, AIRINOV's services enable farmers not to waste Nitrogen, indicating where to reduce it or where to add it, with the overall goal to improve yield.

OCEALIA, one of the biggest cooperatives in France and a long-term partner of AIRINOV, evaluated the impact of the service on OSR and wheat over a three-year period. The result:

- +69€ / ha on wheat,
- and +107€ /ha on OSR, on average per year.

Drones make it possible to obtain extremely precise crop images and can cover hundreds of acres in one flight. Agriculture is one of the first sectors to work with drones in this way, and these figures confirm farmers are able to better produce and optimize yield, reduce expenses and thus develop their farms, as well as improve their overall environmental performance.

*Study includes 627 parcels of oilseed rape and 1734 parcels of wheat, during 3 years between 2014 and 2016



ABOUT AIRINOV

Airinov is an agricultural services company, created in 2010 by two engineers, Florent Mainfroy and Corentin Chéron, and a farmer's son, Romain Faroux. Pioneers for agricultural drone use, they developed the first turnkey aerial diagnostics solution for farmers. Their team's expertise is built around two key areas: - Scientific for the agronomic interpretation of data acquired by their groundbreaking sensor, developed with France's national institute for agricultural research (INRA) - Logistics thanks to their field-based knowledge and their tools enabling members of the Airinov network to optimize their services from farm to farm. Airinov is majority-owned by Parrot since 2014.

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

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, please visit www.parrot.com

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