
Parrot launches ANAFI

- Disruptive new-generation drone
- Powerful and scalable platform
- Wide range of unique features in an ultra-portable design
- Available from leading retailers from July 1 for €699



Parrot, Europe’s leading drone group and the world number 2 on the consumer segment, unveiled its new-generation drone, ANAFI, on Wednesday June 6, with a positive welcome from the media. Designed in Paris by Parrot’s engineers, the ANAFI drone meets four essential needs: portability, image quality, performance and ease of use.

Today, ANAFI offers:

- A 4K HDR camera with zoom, a 21MP sensor, a 3-axis stabilization system with, for the first time, a 180 ° vertically rotating camera and a lossless zoom up to x2.8
- An impressive flight time of 25 minutes, made possible by a “bio-inspired” design combined with a smart battery
- An ultra-portable, compact, rugged, lightweight and foldable UAV with a USB-C charging system
- A new intuitive app (FreeFlight 6) with automated drone and camera movements

For Henri Seydoux, Parrot’s Chairman and CEO and leading shareholder: “ANAFI represents a major breakthrough for Parrot and for the world of civil drones in general. By combining the best image quality with advanced features and simple use in an ultra-light and portable drone, Parrot, Europe’s leading drone manufacturer, has created a drone that can not only record unforgettable memories at home, but also offers a range of benefits for businesses. We spent two years working on this, drawing on our software and hardware expertise and identifying the best components to offer ANAFI to users of today and tomorrow”.

ANAFI: the future starts now

Parrot has created a new-generation drone, part-robot, part-insect, inspired by bees: light, powerful and agile, with an exceptional field of vision.

ANAFI is the first drone to offer 4K HDR and 4K Cinema with an integrated zoom, weighs in at just 320 gr, the lightest in its class, and delivers a top speed of up to 55 kmph and a range of 4 km, all without compromising on its flight time (25 minutes) or features (autopilot, smart image capture, shape recognition and tracking, etc.).

ANAFI can be pre-ordered from today and will be available from July 1 from Parrot.com and Amazon, as well as select retailers in France (Fnac-Darty, Boulanger), North America (BestBuy), the UK (Dixons Carphone), Germany (MediaMarkt Saturn), and gradually the rest of the world, at a price of €699, \$699 or £629.



ANAFI: unrivalled image quality, zoom and ultra-mobile gimbal

ANAFI is the only drone on the market to offer 4K HDR video capabilities.

While successfully meeting the challenge of image quality, Parrot has taken a major technological step forward. To both open up access to drones for beginners and meet the needs of enthusiasts and professionals, ANAFI uses the best software and hardware solutions available today.

Its specially developed camera and latest-generation Sony sensor make it possible to create spectacular 4K HDR videos (30fps) and 21MP photos with detailed image quality. It benefits from a wide-angle lens (110°) and two aspherical lenses designed to limit stray light and chromatic aberrations, combined with HDR technology. ANAFI enhances the rendering of backdrop scenes, offers incredible detail and optimizes the balance between light and shadow, ideal for filming bright skies or sunsets anywhere in the world (temperatures from -10°C to +40°C).

With FreeFlight 6, its dedicated mobile app, ANAFI meets expert needs with a choice of three video modes: 4K Cinema (24 fps), 4K UHD (24, 25, 30 fps) and 1080p (24, 25, 30, 48, 50 or 60 fps).

ANAFI's camera is mounted on a 3-axis stabilized gimbal that combines the best mechanical and digital stabilization capabilities. Lightweight and extremely powerful, it makes it possible to take photos and videos that were previously impossible to achieve with a drone from this class, thanks in particular to a vertical tilt of -90° to +90° and a -40° to +40° horizontal tilt to ensure horizon stabilization. In addition to these mechanical features, Parrot's digital stabilization expertise (+5° to -5° EIS) enables the drone to deliver impeccable travelling, even at high speeds. This unique system limits the angular vibration to 0.004° for super stable photos and videos.



ANAFI includes a lossless zoom feature, with 1.4x for 4K and 2.8x in full HD (1080p). It is also equipped with a 3x digital zoom feature thanks to the oversampling techniques developed by Parrot on ANAFI's 21MP sensor (5344x4016), which offers a resolution that is 1.4x higher than 4K (3840x2160) and 2.8x higher than 1080p (1920x1080). For users, a simple button on the Skycontroller3 makes it possible to zoom in from a distance and discover unsuspected details of a building, take close-ups of people or observe wild animals. The zoom feature is enhanced with a unique effect that opens up the world of video production to everyone: the Dolly Zoom, enabling you to zoom in on a fixed subject while moving the background away.

ANAFI: light and powerful for exceptional ease-of-use

While ANAFI has unique photo and video capabilities for its class, its flight performance levels are unrivalled for a lightweight, compact drone and, thanks to its smart design, it is also the quietest drone in its class.

ANAFI has a range of up to 4 km in an open environment thanks to its smart, autonomous use of wifi channels, combined with omnidirectional protocols specially developed by Parrot. Each ANAFI foot is equipped with a dual-band antenna (2.4GHz and 5GHz) to optimize connections with the Parrot Skycontroller3 remote-control, whatever the drone's orientation.

ANAFI is able to achieve a best-in-class flight time of 25 minutes thanks to its polymer lithium battery designed to deliver the best power density in a small volume and a high rate of discharge. ANAFI's battery, which continuously monitors its charge level to be able to return to its take-off position, has an integrated charger, compatible with the latest universal, mobile USB standard (USB-C). It also adapts to the power source: it charges more quickly when it identifies a powerful charger and has a hibernation mode to protect its internal chemistry.





With ANAFI, drones are opening up to everyone thanks to the new FreeFlight6 app. Renowned for its high-quality, user-friendly software, Parrot has developed FreeFlight6, a modern, intuitive interface, specifically for ANAFI.

This app offers two manual control modes: Film and Sport. In sport mode, ANAFI achieves peak speeds of up to 55 kmph and can withstand winds of 50 kmph. Users can also customize a range of settings, from the drone's inclination and rotation speed to the speed of its camera tilt.

The interaction between the Skycontroller3 long-range remote control and the FreeFlight6 app makes it possible to control the gimbal and zoom with two dedicated ergonomic keys.

The flight interface adapts to all users: beginners have access to automatic control modes, such as SmartDronies or CineShots, while professionals can select or customize camera settings. Alongside this, the cameraman and FollowMe modes use a neural network to reevaluate the target track for each image, with a focus on the shape recognition tracking system, benefiting from a smart learning process that uses a database of images of people and vehicles.

With ANAFI, Parrot is once again driving a breakthrough in the drone world and redefining standards with a next-generation drone that is ultra-portable, equipped with a 4K HDR camera, super-efficient and easy to use. Parrot ANAFI is positioned to offer a better experience to customers, building up on a strengthened sales and marketing strategy, leveraging its digital marketing capabilities and partnering with key selected retailers worldwide. The Group has generated over €500 million in revenues on consumer drones since 2010, with average annual growth of 17%, and it intends to return to growth in 2018.

Next financial dates

- Parrot's general shareholders' meeting: June 12, 2018
- 2018 second-quarter earnings: August 2, 2018

ABOUT PARROT

Founded in 1994 by Henri Seydoux, Parrot is today the leading European group in the fast-growing industry of drones. Visionary, at the forefront of innovation, Parrot is a real 'End to End' drone group from hardware and software to services.

- Parrot, the world's number 2 of the consumer drone market, designs drones known for their high performance and ease of use.
- Parrot is also offering business solutions, covering drones, software and services mainly focusing on 3 major verticals: (i) Agriculture, (ii) 3D Mapping, Surveying and Inspection and (iii) Public safety.

The Parrot Group designs and engineers its products in Europe, mainly in France and Switzerland. It currently employs 600 people worldwide and makes the majority of its sales outside of France. Parrot, headquartered in Paris, has been listed since 2006 on Euronext Paris (FR0004038263 - PARRO). For more information: www.parrot.com

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