
Pix4D Launches MOBILE + DESKTOP + CLOUD Solutions for Drone Mapping at InterGeo 2016

Drone mapping software developer Pix4D launches hybrid solutions today that integrate mobile, desktop, and cloud platforms for more flexible mapping.

“When we started Pix4D six years ago, we were a cloud processing company,” said Christoph Strecha, Pix4D’s CEO. “But our first clients were photogrammetrists, land surveyors, or working in mining, and needed desktop software at the time. So we switched our focus to that.”

Today, as more and more industries adopt drone mapping and modeling, there are additional needs. The ability to analyze data collectively or follow sites over time is particularly important in agriculture, construction, insurance, and real estate; while professional surveyors focus on accuracy and data control in addition to post-processing collaborative tools.

Hybrid Innovation

“Having a solution with both cloud and desktop functionalities complements the needs of drone professionals,” says Lorenzo Martelletti, Sales and Marketing Director of Pix4D. “We are now the only mapping software company offering the best of both worlds: The professional accuracy, control and detailed analysis associated with desktop; and the data timeline, analytics and collaborative tools associated with the cloud.”

Pix4D’s unique hybrid technology gives mapping professionals the freedom of mobile data capture, along with seamless editing and analysis on both desktop and cloud.

- **Mobile:** Pix4Dcapture creates flight plans for easy image capture. Post-flight, images are smoothly transferred to the cloud or desktop for processing.
- **Cloud processing** is hardware-free. A new web uploader enables easy, fully automatic processing, and results are available online to analyze and share.
- **Desktop processing** benefits those who may not have access to a good internet connection, and gives advanced editing tools to those who want absolute control over their data.

Today they launch four new solutions: Pix4Dmapper Pro 3.0 for surveying, mapping and forensic industries; Pix4Dbim for construction, Pix4Dag for agriculture, and Pix4Dmodel for real estate. For the launch, each solution includes unlimited Desktop + Cloud processing and free use of Pix4Dcapture mobile.

About Pix4D

Founded in 2011 after more than ten years of leading scientific research, Pix4D has become the main provider and industry standard for professional drone photogrammetry software. Started as a spin-off of EPFL in Switzerland, Pix4D is a dynamic and rapidly expanding company with headquarters in Lausanne and local offices in San Francisco and Shanghai.

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Resources - Images

<https://www.dropbox.com/sh/t44p8opk3odut07/AACgVMKxtl54jnlMFyfiASdka?dl=0>

Videos

Surveying: <https://youtu.be/cOLuzRwWOaI>

Construction: <https://youtu.be/ZAzEEenmmHFE>

Agriculture: <https://youtu.be/fhAFp9vE3iM>

Real Estate: <https://youtu.be/t0Eky9KXXH8>

Website

<https://pix4d.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 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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