



PRESS RELEASE

COLLETTIVA DRONITALY AT EIMA 2018 WHERE AGRI-DRONES REVOLUTION TAKES PLACE

*Aermatica3D, Parrot Business Solutions, Pix4D, SenseFly and Yuneec brand partner of Dronitaly at Eima2018, due to the renewed agreement between Mirumir srl and FederUnacoma.
Dronitaly 2019 is expected to be announced at Eima.*

Milan, November 5

DRONES FOR AGRICULTURE: A REVOLUTION NEEDED

The recent "**Drones for Agriculture**", the second of the *E-agriculture in action* series edited by **FAO** states how the use of drones represents a great potential to solve some of the most urgent problems faced from agriculture in the world. The document agrees with Goldman Sachs' prediction that **agriculture will be the second largest user of drones in the world over the next five years**. A recent PwC report (PwC, 2016) estimates the value of the agricultural **drone market** at **\$ 32.4 billion**.

In **Italy**, agronomists, winemakers, agrotechnics and contractors recognize the importance of drones for the development and progress of precision farming, which affects only a little more than **1% of the national agricultural area** (the previous government had the target by 2021 to bring the percentage to 10%). Smart technologies, related to the use of **drones, robots and satellites** represent the future of agriculture.

For this reason, EIMA decided to give more evidence to advanced electronics for agriculture with a dedicated area - EIMA Digital - located in Pavilion 33 Ter, a privileged showcase for 35 Italian and foreign companies of electronic devices.

COLLETTIVA DRONITALY AT EIMA 2018: TOP BRAND SOLUTIONS, DEMO AREA AND MEETINGS

In agreement with these trends, [Collettiva Dronitaly](#) is in the Digital area with **5 top brands of drones** world specialized in devices and software for agricultural professionals and technicians, as well as for the mechanical industries interested in equipping their vehicles with devices that optimize their performance.

These are mature and extremely reliable technologies designed to rationalize the management of the agricultural business and make farming more and more scientific and safe, such as the **D-KIT by Aermatica3D**, the **farming dispenser** which won the **Brand New Tech Competition** organized since 1986 by **FederUnacoma**.

The French company **Parrot**, with the Bluegrass quadricopter, the **senseFly eBee X** fixed-wing drone and the **Pix4Dfields** agriculture mapping software, all products from the Parrot Business Solutions line, will also take part at Collettiva Dronitaly.

The Asian brand **Yuneec**, represented by the Italian retailer Athena Spa, will showcase the technical and professional potential, among others, of the H520 hexacopter.



To get more information we invite you to contact us as follows:

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A **Drone Demo Area** will give the chance to UAVs' company to showcase their product at scheduled times ([timetable here](#)).

Then, **on Friday, November 9 from 3 to 5 pm**, in the Sala Suite, Service Center (Block D, 1st floor) Dronitaly promotes the debate "[New technologies and greater efficiency. The farmer today uses drones](#)" to take stock of the state of the art of drones and their applications in agriculture. Interventions by **Sergio Barlocchetti** – *Journalist, aviation writer*, **Matteo Ansanelli** – *Secretary-General AGIA*, **Massimo Cerutti** – *Consultant Athena-Yuneec*, **Paolo Marras** – *General Manager AERMATICA3D*, **Giulia Ronchetti** - *Ph.D. DICA Politecnico di Milano*, **Matteo Triacca** – *VP Business Solutions AG at PARROT GROUP*

At Eima, Mirumir is announcing the **fifth edition** of **Dronitaly "Working with Drones"** , the main event dedicated to the professional use of drones, which will be held in **Milan next 2019**.

DRONES FOR GRAPE HARVEST, THE SCARECROW DRONE, BIOCOMPATIBLE SENSORS: CASES

The drone pilot is fully entitled to be one of the new professions that have come forward in the industry 4.0 in the last years. More recently, the use of drones in agriculture has drawn attention to the need to reinvent the traditional professional operator and to support its transformation in order to move into the agriculture 4.0 at full strength.

There are already several stories and representative case studies in **Italy** and abroad that show direct and successful experiences in the use of drones in agriculture: today drones prove to be valid allies in the **cultivation of the melon** rather than in the **grape harvest** in measuring the index of vigor of the plants, in mapping the weeds and in evaluating the stage of ripeness of the fruit. More, in order to protect crops today it is possible to rely on the **scarecrow drone** (Italian project of young engineers of the University of Trento) that frightens birds thanks to acoustic loudspeakers able to reproduce verses of birds of prey such as eagles and hawks.

Abroad there are many **start-up** and projects that grow up around the development of increasingly advanced technologies. **Drones, the Internet of Things, Artificial Intelligence and Robotics** present the scenario of a nearest future in which the integration between agricultural machinery and drones will be perfectly accomplished, revolutionizing the sector.

Revolution that started **China** with the aim of converting local farms to the era of 4.0 within the next seven years: **sensors, big data**, self-guided instruments, precision irrigation and obviously **drones** aspire to be the proponents of epochal change. On the other side of the world, US and Saudi researchers have recently patented **3D printed biocompatible sensors, called "PlantCopters"**, which, **released by drones**, can float in the air similar to micro helicopters, settling on the leaves of the crops and from here keep track of plant growth and health, as well as the surrounding microclimate. Finally, the data can be transmitted via Bluetooth.

Regarding growth support, to date the **Horizon 2020 framework program** is the largest EU research and innovation program, with around 80 billion Euros of available funding over a seven-year period. While in the United Kingdom, even if it is leaving the EU, the government is investing in a new "**Agri-Tech**" strategy which aims to make the country the world leader in technology, innovation and sustainability for agriculture, in Italy, thanks to **the Flourish project**, the Marche region has committed itself to develop new sustainable methods of cultivation, in particular sunflower and beetroot, with the collaboration of **Assam** (Agency for Services in the Agri-food Sector of the Marche Region) and other research institutions.

These cases point out how **agricultural communities and all the people involved in agriculture need to use technologies to face climate change and other big challenges**.



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