

# **Drones: Market Strategies and Forecasts, Worldwide, 2016-2022.**

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## **Abstracts**

This is the 662nd report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priority in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. They are supported by a team, each person with specific research tasks and proprietary automated process database analytics. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations

with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards. Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases.

Literature search includes analysis of trade publications, government reports, and corporate literature. Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2011. With 2011 and several years prior to that as a baseline, market projections were developed for 2012 through 2018. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services. This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative

analyses reflect the input of these values into models. The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models are useful for comparing products from different manufacturers, for example servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

## Contents

### DRONE MARKETS EXECUTIVE SUMMARY

Drone Market Driving Forces

Drone Challenges

Drone Fleet Systems

Smart Drone Infrastructure Standards

Drone Market Shares

Drone Market Forecasts

### 1. DRONES: MARKET DESCRIPTION AND MARKET DYNAMICS

#### 1.1. Smart Commercial Drones

1.1.1. Smart Drones: Commercial Unmanned Aerial Systems (UAS) Description

#### 1.2. Drone Enhanced Capability and Payloads

1.2.1. Unmanned Aerial Systems (UAS) Enhanced Resilience

1.2.2. Small and Micro-UAS Drones

1.2.3. Drone Aerial Systems (UAS) Perimeter Surveillance

1.2.4. Unmanned Aerial Systems (UASs) Surveillance

#### 1.3. Drone Use Cases

1.3.1. Drones on the Silver Screen

1.3.2. Follow Drones

1.3.3. Conducting a Solar Panel Inspection with eBee Drone

1.3.4. Quad-copter Drone Crosses the English Channel

1.3.5. Dutch Police Training Eagles to Take Down Drones

1.3.6. Next Star Wars Movie Used a Team of Drones to Protect Its Secrets

1.3.7. AT&T Plans to Use LTE to Control Drones Over Long Distances

1.3.8. Traxxas Flight Link App

#### 1.4. Registering Drones

#### 1.5. Georeferenced Imagery

1.5.1. Unmanned Aerial Systems (UAS) Traffic Monitoring

1.5.2. Unmanned Aerial Systems (UAS) Agriculture Mapping

1.5.3. Unmanned Aerial Systems (UAS) Homeland Security

1.5.4. Unmanned Aerial Systems (UAS) for Scientific Research

#### 1.6. Globalization and Technology

1.6.1. Proliferation of Conventional Military Technologies

1.6.2. Drones General Roles

#### 1.7. Border Patrol:

## 1.8. Development of Lighter Yet More Powerful Drone Power Sources

## 2. DRONE MARKET SHARES AND FORECASTS

### 2.1. Drone Market Driving Forces

- 2.1.1. Drone Challenges
- 2.1.2. Drone Fleet Systems
- 2.1.3. Smart Drone Infrastructure Standards

### 2.2. Drone Market Shares

- 2.2.1. China's DJI Leads Drone Markets
- 2.2.2. DJI Revenue Demonstrates Leadership Position
- 2.2.1. DJI Phantom
- 2.2.2. Parrot
- 2.2.3. 3D Robotics
- 2.2.4. Parrot AR Drone \$299, Flies Off a Roof
- 2.2.5. Ascending Technologies AscTec Firefly
- 2.2.6. Ascending Technologies Professional Line
- 2.2.7. AscTec for Professional Drone Users:
- 2.2.8. Hubsan
- 2.2.9. Boeing A160 Hummingbird Helicopter
- 2.2.10. Insitu
- 2.2.11. Boeing Insitu
- 2.2.12. Lockheed Martin
- 2.2.13. BP and AeroVironment Launch FAA-Approved, Commercial Unmanned Aircraft Operations
- 2.2.14. AeroVironment's Extensive Operational Track Record
- 2.2.15. AeroVironment \$11.2 Million Order for Raven Unmanned Aircraft Systems and Services
- 2.2.16. Textron /AAI
- 2.2.17. Textron Shadow®
- 2.2.18. Aurora Flight Sciences Odysseus Solar-Powered Aircraft
- 2.2.19. Intel / Ascending Technologies
- 2.2.20. Draganflyer X4 UAV
- 2.2.21. DRS Unmanned Technologies Ground Control Stations
- 2.2.22. Proxy Aviation Systems
- 2.2.23. Northrop Grumman Bat
- 2.2.24. General Atomics Predator® UAS
- 2.2.25. General Atomics Predator® B UAS
- 2.2.26. Yamaha Agricultural Drone

- 2.2.27. Wing Loong Medium-Altitude Long-Endurance (MALE) Drone
- 2.2.28. Facebook
- 2.2.29. Google
- 2.2.30. Drone Unit Shipments by Company
- 2.3. Drone Market Forecasts
  - 2.3.1. Smart Commercial Drone Aerial Systems (UAS), Market Total Forecasts
  - 2.3.2. Drone Unit Shipments
  - 2.3.3. Drone Industry Components
- 2.4. Consumer Drones
- 2.5. Smart Commercial Drone Market Sector Shares and Forecasts
  - 2.5.1. Smart Commercial Drone Aerial Systems Forecasts By Sector, Agriculture, Oil and Gas, Border Patrol, Law Enforcement, Homeland Security, Disaster Response, Package Delivery, Photography, Videography
- 2.6. Border Patrol / Law Enforcement Drone Unmanned Aerial Systems
  - 2.6.1. Border Patrol / Law Enforcement Drone Unmanned Aerial Systems (UAS) Market Shares
  - 2.6.2. Smart Commercial Drone Border Patrol / Homeland Security Aerial Systems Forecasts
  - 2.6.3. Law Enforcement Drones
- 2.7. Package Delivery Smart Drone Aerial Systems
  - 2.7.1. Package Delivery Smart Commercial Drone Unmanned Aerial Systems (UAS) Market Shares,
  - 2.7.2. Boeing ScanEagle UAV
  - 2.7.3. Google Package Delivery
  - 2.7.4. Package Delivery Smart Commercial Drone Aerial Systems Forecasts
- 2.8. Utility, Pipeline, and Construction Inspection Drones
  - 2.8.1. Utility and Pipeline Inspection Smart Commercial Drone Aerial Systems (UAS) Market Shares
  - 2.8.2. Smart Commercial Drone Oil and Gas / Pipeline Inspection Aerial Systems Forecasts
  - 2.8.3. Middle East & Africa Oil & Gas Drones
  - 2.8.4. Solar Plant Inspection
  - 2.8.5. Construction
- 2.9. Drone Agricultural Inspection and Planting Aerial Systems
  - 2.9.1. Agriculture Commercial Drone Market Vertical Growth:
  - 2.9.2. Agricultural Inspection and Planting Smart Commercial Drone Aerial Systems (UAS) Market Shares
  - 2.9.3. Yamaha RMAX
  - 2.9.4. DJI Agricultural Spraying Drone

- 2.9.5. Prox Dynamics PD-100 Black Hornet
- 2.9.6. Draganfly Draganflyer X4-P
- 2.9.7. AscTec Firefly
- 2.9.8. 3D Robotics
- 2.9.9. Agricultural Smart Commercial Drone Aerial Systems Forecasts
- 2.9.10. Agriculture Surveying Via Drones
- 2.9.11. Agricultural Surveying
- 2.10. Photography and Videography Smart Commercial Drone Aerial Systems
  - 2.10.1. Photography and Videography Smart Commercial Drone Aerial Systems (UAS)
- Market Shares
  - 2.10.2. Smart Commercial Drone Film / Photo / Video
  - 2.10.3. LiDAR
  - 2.10.4. Smart Commercial Drone: Photography / Videography Systems Forecasts
- 2.11. Commercial Drone Aerial Mapping
  - 2.11.1. GIS Professionals Are Willing to Pay for Drone Systems
  - 2.11.2. GIS Software
  - 2.11.3. UAS-Camera Integration
  - 2.11.4. Maps of Navigable Drone Highways in The Sky
  - 2.11.5. Aerial Mapping Smart Commercial Drone Systems Forecasts
- 2.12. Real Estate Drones
- 2.13. Improved Safety for Construction Sites
- 2.14. Warehouse Security/Theft Prevention
- 2.15. Drone Medical Markets
- 2.16. Military Drones Market Share and Market Forecasts
  - 2.16.1. Military Drone Crashes
  - 2.16.2. Military Drone Crashes Database: 237 Drone Crashes
  - 2.16.3. Military Drone Market Shares
  - 2.16.4. Northrup Grumman
  - 2.16.5. Military Drone Market Forecasts
  - 2.16.6. Military Drone Market Segment Forecasts
  - 2.16.7. Turkey Domestically Produced Drone
- 2.17. Nano Drones Applications
  - 2.17.1. Drone Miniaturization
- 2.18. Follow Me Drones
  - 2.18.1. US FAA Commercial Drone Permits
- 2.19. Unmanned Aerial Systems Payloads
  - 2.19.1. Composites Key to Utility
- 2.20. Venture Investment in Drones
  - 2.20.1. Drones to Create 70,000 US Jobs



#### 2.20.2. Drone Crowd Funding

### 2.21. Commercial Drone Prices

#### 2.21.1. Parrot AR Drone 2.0 Quadcopter Elite Edition

#### 2.21.2. Parrot BeBop Drone Quadcopter with 14 Megapixel Flight Camera (Blue)

#### 2.21.3. Parrot AR Drone 2.0 Quadcopter Elite Edition (Sand)

#### 2.21.4. Parrot BeBop Drone Quadcopter with Skycontroller Bundle (Red)

#### 2.21.5. Parrot BeBop Drone Quadcopter with 14 Megapixel Flight Camera (Red)

#### 2.21.6. Parrot BeBop Drone Quadcopter with Skycontroller Bundle (Blue)

#### 2.21.7. Parrot BeBop Drone Quadcopter with Skycontroller and Soft Case Bundle (Red)

#### 2.21.8. Parrot BeBop Drone Quadcopter with Backpack Bundle (Blue)

#### 2.21.9. Parrot BeBop Drone Quadcopter with Backpack Bundle (Red)

#### 2.21.10. Parrot BeBop Drone Quadcopter with Hard Case Bundle (Blue)

#### 2.21.11. Parrot BeBop Drone Quadcopter with Hard Case Bundle (Red)

#### 2.21.12. Parrot BeBop Drone Quadcopter with Wheeled Hard Case Bundle (Blue)

#### 2.21.13. Parrot BeBop Drone Quadcopter with Wheeled Hard Case Bundle (Red)

#### 2.21.14. Parrot AR Drone 2.0 1500 mAh High Density Battery

#### 2.21.15. Parrot LiPo Battery for AR.Drone 2.0 Quadcopter (11.1 V, 1000 mAh)

#### 2.21.16. Parrot Battery for BeBop Drone and Skycontroller

#### 2.21.17. Parrot Flight Recorder for AR. Drone 2.0 Quadcopter

#### 2.21.18. Parrot Camera for BeBop Drone

#### 2.21.19. Parrot Propellers for BeBop Drone (4-Pack, Red)

#### 2.21.20. Parrot Wall Charger for BeBop Drone and Skycontroller

#### 2.21.21. Parrot Skycontroller with Wi-Fi Range Extender for BeBop Drone (Red)

#### 2.21.22. Parrot Repair Kit for BeBop Drone (Pair)

#### 2.21.23. Parrot Feet Pack for BeBop Drone (4-Pack)

### 2.22. Drone Regional Market Analysis

#### 2.22.1. Smart Drone Commercial (UAV) Industry Regional Summary

#### 2.22.2. U.S Accounts for 73 Percent of The Worldwide Research, Development, Test, And Evaluation (RDT&E) Spending On Smart Drone Technology

#### 2.22.3. U.S. State Department Drone Export Guidelines

#### 2.22.4. Canada

#### 2.22.5. Europe

#### 2.22.6. UK Trade in Drones

#### 2.22.7. Drones for the Netherlands

#### 2.22.8. Japan

#### 2.22.9. Sony Drone Services

#### 2.22.10. Japanese Drone Works Inside the Nuclear Power Plant

#### 2.22.11. China



- 2.22.12. Chinese Smog-Fighting Drones That Spray Chemicals To Capture Pollution
- 2.22.13. China Desires Exports, Steps Up Research In Military Drones
- 2.22.14. Chinese Commercial Drones
- 2.22.15. Singapore
- 2.22.16. Africa
- 2.22.17. Expansion of US Drone Base in Africa
- 2.22.18. Ethiopia
- 2.22.19. Brazil
- 2.22.20. Morocco
- 2.22.21. India

### **3. DRONES: HIGHWAYS IN THE SKY PRODUCT DESCRIPTION**

#### **3.1. Parrot S.A.**

- 3.1.1. Parrot Bebop Drone Stability
- 3.1.2. Parrot AR.Drone \$299, Flies Off a Roof

#### **3.2. GoPro**

- 3.2.1. GoPro Recorded Video Can Be Stitched Together Using Kolor

#### **3.3. 3D Robotics**

- 3.3.1. 3D Robotics Launches Line of Mapping Drones

#### **3.4. Yamaha Crop Dusting Drones**

- 3.4.1. Yamaha
- 3.4.2. Yamaha RMAX
- 3.4.3. Yamaha Unmanned Helicopters For Industrial And Research Applications

#### **3.5. DJI**

- 3.5.1. DJI Phantom
- 3.5.2. DJI Inspire
- 3.5.3. DJI Ronin
- 3.5.4. DJI Ronin Major Updates:
- 3.5.5. DJI Industries Phantom 3 Drone
- 3.5.6. DJI Industries Phantom 3 Drone Live HD View
- 3.5.7. DJI Industries Phantom 3 Drone Complete Control
- 3.5.8. DJI Industries Phantom Intelligent Battery
- 3.5.9. DJI Industries Inspire Drone
- 3.5.10. DJI Industries Ronin-M
- 3.5.11. DJI Industries Spreading Wings S1000+
- 3.5.12. DJI Industries Zenmuse Z15-A7
- 3.5.13. Flying Platforms
- 3.5.14. DJI Flight Controllers

3.5.15. DJI Camera Gimbals

3.5.16. HD Video Downlink

3.5.17. Ground Stations

3.5.18. DJI Guidance

### 3.6. Boeing

3.6.1. Boeing A160 Hummingbird Helicopter

3.6.2. Boeing ScanEagle Small Footprint Solutions

3.6.3. Boeing / Insitu / Commercial

3.6.4. Insitu Arctic Ice Floe Monitoring

3.6.5. Insitu Mammal Monitoring

3.6.6. Insitu Pipeline Surveys

3.6.7. Insitu Power-Line Inspections

3.6.8. Insitu Geomagnetic Surveys

3.6.9. Insitu Commercial Fishing

3.6.10. Insitu Public Safety

3.6.11. Insitu Disaster Response

3.6.12. Insitu Search and Rescue

3.6.13. Insitu Port and Border Security

3.6.14. Insitu Communications Relay

3.6.15. Insitu Over-the-Horizon Sensing

3.6.16. Insitu Counter-Narcotics

3.6.17. Insitu Offshore Base

3.6.18. Insitu Defense

3.6.19. Insitu Payload Systems

3.6.20. Insitu Force Protection

3.6.21. Insitu Combined Arms

3.6.22. Insitu Research Future of Operations and Technology

3.6.23. Insitu ICOMC2 Streamline Process

3.6.24. Insitu ICOMC2's Breakthrough Technology Extends Drone Capabilities

3.6.25. Insitu NightEagle

### 3.7. AeroVironment

3.7.1. AeroVironment Global Observer

3.7.2. AeroVironment RQ-20A Puma AE

3.7.3. AeroVironment Wasp AE

3.7.4. AeroVironment Shrike VTOL

3.7.5. AeroVironment Ground Control System

3.7.6. BP and AeroVironment Launch FAA-Approved, Commercial Unmanned Aircraft Operations

3.7.7. AeroVironment Integrated LiDAR Sensor Payload

- 3.7.8. AeroVironment and Commercial UAV
- 3.7.9. AeroVironment AV's Family of Small UAS
- 3.7.10. AeroVironment Raven
- 3.8. Elbit Systems Ltd
  - 3.8.1. Elbit Systems Hermes™ 900 - Multi-role, Multi- Payload Configurations Medium Altitude Long Endurance (MALE)
- 3.9. Amazon
- 3.10. Textron
  - 3.10.1. Textron Shadow M2
  - 3.10.2. Textron Aerosonde
  - 3.10.3. Textron / Aerosonde AAI Services
  - 3.10.4. Textron Shadow® Reconnaissance, Surveillance
  - 3.10.5. Textron Systems AAI / Aerosonde®
  - 3.10.6. Textron Systems AAI and Aeronautics Orbiter™
  - 3.10.7. Textron Systems AAI Remote Intelligence, Surveillance and Reconnaissance Terminals
  - 3.10.8. Textron Systems AAI One System Remote Video Terminal
  - 3.10.9. Textron Systems AAI Tactical Sensor Intelligence Sharing System
  - 3.10.10. Textron Systems Wasp Micro Air Vehicle (MAV)
  - 3.10.11. Textron Systems Homeland Security
  - 3.10.12. Nano Air Vehicle
- 3.11. BAE Systems
  - 3.11.1. BAE Systems MIM500™ Series of Uncooled Infrared Camera Cores
  - 3.11.2. BAE Systems Taranis
- 3.12. Aurora Flight Sciences Hale
  - 3.12.1. Aurora Centaur
  - 3.12.2. Aurora Orion
  - 3.12.3. Aurora SKATE - Small Unmanned Aircraft System
  - 3.12.4. Aurora's HALE
  - 3.12.5. Aurora's Advanced Concepts: SunLight Eagle - Green Flight
  - 3.12.6. Aurora's Excalibur
  - 3.12.7. Aurora GoldenEye 80 - Small, Capable Surveillance
  - 3.12.8. Aurora GoldenEye
  - 3.12.9. Aurora GoldenEye
  - 3.12.10. Aurora's Advanced Concepts: UHATF
  - 3.12.11. Aurora Flight Sciences Odysseus Solar-Powered Aircraft
  - 3.12.12. Aurora Flight Sciences Orion HALL
  - 3.12.13. Aurora Flight Sciences Earth Science Applications
  - 3.12.14. Aurora Small Unmanned Aerial Systems

- 3.12.15. Aurora Tactical Systems
- 3.12.16. Aurora Diamond DA42 MPP
- 3.12.17. Aurora System Description
- 3.13. L-3 Communications Next Generation Precision Unmanned Aircraft Systems
  - 3.13.1. L-3 Cutlass Communications Small Expendable Tube-Launched UAS
- 3.14. Draganfly Innovations Inc.
  - 3.14.1. Draganfly Draganflyer X4-P
  - 3.14.2. Draganfly Handheld Ground Control System
  - 3.14.3. Draganflyer Vision Based System (VBS)
  - 3.14.4. Draganflyer Guardian
  - 3.14.5. Draganfly X4
  - 3.14.6. Draganflyer X6
  - 3.14.7. Draganflyer Aerial Photography & Video Applications
  - 3.14.8. Draganflyer Real Estate Applications
  - 3.14.9. Draganflyer Law Enforcement Applications
  - 3.14.10. Draganflyer X8
- 3.15. DRS Unmanned Technologies Ground Control Stations
  - 3.15.1. DRS Aircraft Monitoring Unit (AMU)
- 3.16. General Atomics
- 3.17. Integrated Dynamics
  - 3.17.1. Integrated Dynamics Rover
  - 3.17.2. Integrated Dynamics Explorer
  - 3.17.3. Integrated Dynamics Skycam
  - 3.17.4. Integrated Dynamics Pride
  - 3.17.5. Integrated Dynamics Spirit
  - 3.17.6. Integrated Dynamics Border Eagle MK - II
  - 3.17.7. Integrated Dynamics Hornet
  - 3.17.8. Integrated Dynamics HAWK MK - V
  - 3.17.9. Integrated Dynamics VISION systems
  - 3.17.10. Integrated Dynamics VISION MK I
  - 3.17.11. Integrated Dynamics Vision M K - I I
  - 3.17.12. Integrated Dynamics S/Integrated Dynamics Integrated Dynamics M K - I
  - 3.17.13. Integrated Dynamics Vector
  - 3.17.14. Integrated Dynamics Tornado
  - 3.17.15. Integrated Dynamics Nishan MK - II
  - 3.17.16. Integrated Dynamics Nishan TJ - 1000
- 3.18. MMIST Mist Mobility
  - 3.18.1. Sherpa Ranger / MMist
- 3.19. Marcus Systems

- 3.19.1. Marcus Autopilots
- 3.20. Proxy Aviation Systems
  - 3.20.1. Proxy PROTEUS™
  - 3.20.2. Proxy PACS
  - 3.20.3. The Proxy Autonomous Control Suite (PACS™) Virtual Pilot / Virtual Operator
  - 3.20.4. Proxy Cooperative Control/UDMS
  - 3.20.5. Proxy SkyRaider
- 3.21. LaserMotive
  - 3.21.1. LaserMotive Power Links
  - 3.21.2. LaserMotive Teams with Germany's Ascending Technologies
- 3.22. China Aerospace Science & Industry Corp Jet-Powered WJ600
  - 3.22.1. Chinese Naval UAS
- 3.23. ASN Technology Group
- 3.24. Northrop Grumman / Scaled Composites
  - 3.24.1. Proteus
  - 3.24.2. Northrop Grumman MLB Company
  - 3.24.3. Northrop Grumman.Bat
  - 3.24.4. Northrop Grumman Super Bat with Piccolo II Autopilot and TASE Gimbal
  - 3.24.5. Northrop Grumman Unmanned Aerial Systems
  - 3.24.6. Northrop Grumman Bat Unmanned Aircraft System (UAS)
  - 3.24.7. Northrop Grumman Firebird
  - 3.24.8. Northrop Grumman Persistent Multiple Intelligence Gathering Air System
  - 3.24.9. Northrop Grumman M324v (Unmanned Aerial System)
  - 3.24.10. Northrop Grumman RQ-4 Block 20 Global Hawk
  - 3.24.11. Northrop Grumman RQ-4 Global Hawk
  - 3.24.12. Northrop Grumman X-47B UCAS
  - 3.24.13. Northrop Grumman Fire-X Medium-Range Vertical Unmanned Aircraft System
- 3.25. Schiebel Camcopter S-100
  - 3.25.1. Schiebel Camcopter Target Markets:
- 3.26. Google
  - 3.26.1. Google Loon
  - 3.26.2. Google Loon Balloon Project
  - 3.26.3. Google Titan Aerospace
  - 3.26.4. Google Solara 50: Titan Aerospace
- 3.27. Facebook
- 3.28. Outernet Beamed Via Satellite
  - 3.28.1. Outernet Mobile Cloud Network Infrastructure
- 3.29. Lockheed Martin Ground Control System

- 3.29.1. Lockheed Martin Integrated Sensor Is Structure (ISIS)
- 3.29.2. Lockheed Martin Integrated Sensor IS Structure (ISIS) Concept of Operations
- 3.29.3. Lockheed Martin K-MAX Unmanned Helicopter
- 3.29.4. Lockheed Martin K-MAX Used By Commercial Operators
- 3.29.5. Lockheed Martin ARES
- 3.29.6. Lockheed Martin Desert Hawk III
- 3.29.7. Lockheed Martin Fury
- 3.29.8. Lockheed Martin Expeditionary Ground Control System
- 3.29.9. Lockheed Martin Remote Minehunting System
- 3.29.10. Lockheed Martin Marlin
- 3.29.11. Lockheed Martin Persistent Threat Detection System
- 3.29.12. Lockheed Martin Stalker Package Delivery
- 3.29.13. Lockheed Martin Stalker Droppable Payload
- 3.30. TRNDlabs SKEYE Nano Drone
- 3.31. Prox Dynamics PD-100 Black Hornet PRS
  - 3.31.1. Prox Dynamics AS
- 3.32. Denel Dynamics Seeker 400 UAS
  - 3.32.1. Denel Dynamics Seeker 400 Multi-mission, Multi-role ISR System
  - 3.32.2. Denel Dynamics Seeker 400 System
  - 3.32.3. Denel Dynamics Seeker 400 Multi-mission, Multi-role ISR System Features
  - 3.32.4. Denel Dynamics Hungwe UAS
  - 3.32.5. Denel Dynamics Skua
  - 3.32.6. Denel Dynamics Skua High-speed Target Drone
- 3.33. IAI/Malat Israel Aerospace Industries Heron
  - 3.33.1. IAI/Malat Israel Aerospace Industries Super Heron
  - 3.33.2. Israel Aerospace Industries Hunter
  - 3.33.3. Israel Aerospace Industries / RUAG Aerospace Ranger
  - 3.33.4. Israel Aerospace Industries Scout
  - 3.33.5. Israel Aerospace Industries Pioneer
  - 3.33.6. Israel Aerospace Industries Searcher MKIII
  - 3.33.7. Israel Aerospace Industries Panther Fixed Wing VTOL UAS
  - 3.33.8. Israel Aerospace Industries Mini Panther Fixed Wing VTOL Mini UAS
- 3.34. Safran
  - 3.34.1. Safran Patroller and Sperwer
- 3.35. Honeywell
  - 3.35.1. Honeywell Engines in General Atomics MQ-9 Reaper
- 3.36. Ascending Technologies
  - 3.36.1. Ascending Technologies Professional Line
  - 3.36.2. AscTec For Professional Drone Users:

- 3.36.3. AscTec Compliance
- 3.36.4. Ascending Technologies For Professional UAV
- 3.36.5. AscTec Falcon 8 + InspectionPRO
- 3.36.6. AscTec Falcon 8 + VideoEXPERT
- 3.36.7. AscTec Firefly
- 3.36.8. Technical Data - AscTec Firefly
- 3.37. Danish Aviation Systems
- 3.38. FT Sistemas
  - 3.38.1. FT Sistemas Drone Applications
- 3.39. AgEagle
- 3.40. Roketsan Turkish Defense
- 3.41. Hexo+
- 3.42. Wingsland
- 3.43. Ehang GhostDrone 2.0
- 3.44. Prox Dynamics Black Hornet Nano:
- 3.45. senseFly eBee:
- 3.46. Ballistic UAV Game of Drones
- 3.47. Bluefin Robotics Bluefin 21:
- 3.48. Yuneec
- 3.49. Sky-Futures

#### **4. DRONE UNMANNED AERIAL SYSTEMS (UAS) TECHNOLOGY**

- 4.1. Sense and Avoid Technology
  - 4.1.1. Learning to Fly a Hobby or Commercial Drone
  - 4.1.2. US FAA Launches Drone Safety Campaign
- 4.2. UAS Sense and Avoid Evolution Avionics Approach
- 4.3. Drone Regulation
  - 4.3.1. Drone Test Sites Selected by the FAA
  - 4.3.2. Drone Exemptions
  - 4.3.3. FAA Plans Final Regulation on Commercial Drone Use by Mid-2016
- 4.4. Military Drone Technology
  - 4.4.1. Military Systems Interoperability
  - 4.4.2. Drone Operational Benefits of Autonomy
- 4.5. Northrop Grumman.BAT Open Architecture
- 4.6. Integrated Dynamics Flight Tele Command & Control Systems
  - 4.6.1. AP 2000
  - 4.6.2. AP 5000
  - 4.6.3. IFCS-6000 (Integrated Autonomous Flight Control System)



- 4.6.4. IFCS-7000 (Integrated Autonomous Flight Control System)
- 4.6.5. Portable Telecommand and Control System (P.T.C.S.)
- 4.7. Improved GPS Operations
- 4.8. Integrated Radio Guidance Transmitter (IRGX)
  - 4.8.1. Portable Telecommand and Control System (P.T.C.S.)
- 4.9. IRGX (Integrated Radio Guidance Transmitter)
  - 4.9.1. Ground Control Stations
  - 4.9.2. GCS 1200
  - 4.9.3. GCS 2000
- 4.10. Antenna Tracking Systems
- 4.11. ATPS 1200
  - 4.11.1. ATPS 2000
  - 4.11.2. Gyro Stabilized Payloads
  - 4.11.3. GSP
  - 4.11.4. GSP
  - 4.11.5. GSP 1200
- 4.12. IMSAR LLC Collision-Avoidance Radar Systems
- 4.13. Civilian UAV's - Rover Systems
- 4.14. CPI-406 Deployable Emergency Locator Transmitter (ELT)
  - 4.14.1. Deployable Flight Incident Recorder Set (DFIRS)
  - 4.14.2. Airborne Separation Video System (ASVS)
  - 4.14.3. Airborne Separation Video System - Remote Sensor (ASVS - RS)
  - 4.14.4. Airborne Tactical Server (ATS)
- 4.15. Cloud Computing and Multilayer Security
- 4.16. Aurora Very High-Altitude Propulsion System (VHAPS)
- 4.17. Aurora Autonomy & Flight Control
  - 4.17.1. Aurora Guidance Sensors and Control Systems MAV Guidance
  - 4.17.2. Aurora Multi-Vehicle Cooperative Control for Air and Sea Vehicles in Littoral Operations (UAV/USV)
  - 4.17.3. Aurora and MIT On-board Planning System for UAVs Supporting Expeditionary Reconnaissance and Surveillance (OPS-USERS)
  - 4.17.4. Aurora Flare Planning
  - 4.17.5. Aurora Distributed Sensor Fusion
  - 4.17.6. Aurora Aerospace Electronics
  - 4.17.7. Aurora is CTC-REF
- 4.18. Space Technologies: Autonomous Control of Space Nuclear Reactors (ACSNR)
  - 4.18.1. Rule-based Asset Management for Space Exploration Systems (RAMSES)
  - 4.18.2. Synchronized Position Hold, Engage & Reorient Experiment Satellites (SPHERES)

- 4.19. Positive Pressure Relief Valve (PPRV)
  - 4.19.1. Chip-Scale Atomic Clock (CSAC)
  - 4.19.2. Low-Design-Impact Inspection Vehicle (LIIVe)
  - 4.19.3. Synthetic Imaging Maneuver Optimization (SIMO)
  - 4.19.4. Self-Assembling Wireless Autonomous Reconfigurable Modules (SWARM)
- 4.20. Persistent, Long-Range Reconnaissance Capabilities
  - 4.20.1. United States Navy's Broad Area Maritime Surveillance (BAMS) Unmanned Aircraft System (UAS) program
  - 4.20.2. Navy Unmanned Combat Air System UCAS Program:
  - 4.20.3. Navy Unmanned Combat Air System UCAS: Objectives:
- 4.21. Search and Rescue (SAR)
- 4.22. L-3. Communications LinkTEK™ IDS
- 4.23. L-3. Communications FlightTEK® SMC
  - 4.23.1. Helicopter Main Limiting Factor Retreating Blade Stall
- 4.24. Danish Aviation Systems'
- 4.25. Draganflyer X4 Applications
  - 4.25.1. Draganflyer X4 Large Project Management
  - 4.25.2. Draganflyer Remote Supervision and Investigation of Equipment
  - 4.25.3. Draganflyer Remote Supervision and Investigation of Agricultural and Equipment
  - 4.25.4. Draganflyer Advanced RC Flight Research
  - 4.25.5. Aerial Archeology
  - 4.25.6. Environmental Assessment
  - 4.25.7. The Draganflyer X4 is Fun to Fly
- 4.26. Drones Protect US Commerce and US Civilian Safety
  - 4.26.1. John Adams Articulates the Need for Military to Fight Terrorists
  - 4.26.2. John Adam's Solution for Terrorism

## **5. DRONE AND REMOTE CONTROL COMPANY DESCRIPTION**

- 5.1. 3D Robotics
  - 5.1.1. 3D Robotics Acquisition of Sifteo
- 5.2. AeroVironment
  - 5.2.1. AeroVironment Revenue 2015
- 5.3. Aeryon Labs
  - 5.3.1. Aeryon Small Unmanned Aerial Systems (sUAS)
- 5.4. AgEagle
- 5.5. Airogisitic
- 5.6. Airware

- 5.6.1. Airware Components of its Aerial Information Platform
- 5.6.2. Airware's AIP Business Model
- 5.6.3. Airware Investment from Intel Capital
- 5.7. Amazon
- 5.8. ASN Technologies
- 5.9. Aurora Flight
  - 5.9.1. Aurora 2013 Employee Exceptional Service Award
- 5.10. Aviation Industry Corp (AVIC)
  - 5.10.1. Aviation Industry Corp / Thielert
- 5.11. BAE Systems
- 5.12. BlueSKy
  - 5.12.1. Cyberhawk World Leader In Using UAVs To Inspect Industrial Facilities In Oil And Gas
  - 5.12.2. Bluesky
- 5.13. Boeing
  - 5.13.1. Boeing 2015 Revenue
  - 5.13.2. Boeing Commercial Airplanes
  - 5.13.3. Boeing Defense, Space & Security
  - 5.13.4. Boeing Capital Corporation
  - 5.13.5. Boeing Engineering, Operations & Technology
  - 5.13.6. Boeing Shared Services Group
  - 5.13.7. Boeing Revenue by Segment
  - 5.13.8. Boeing / Insitu
  - 5.13.9. Boeing Defense, Space & Security
- 5.14. Challis Inc.
- 5.15. China Aerospace
  - 5.15.1. China Aerospace CASC Space Technology
  - 5.15.2. China Aerospace CASC Revenue
- 5.16. Cybaero
  - 5.16.1. Cyphy Microfilament Technology
  - 5.16.2. CyPhy Works Microfilament
- 5.17. Intel / Cyberhawk Innovations
  - 5.17.1. Cyberhawk Innovations ROAV Inspection for The Offshore Oil & Gas Industry
- 5.18. Delair-Tech
- 5.19. Denel Dynamics
- 5.20. Disney
- 5.21. DJI
- 5.22. Draganflyer
  - 5.22.1. DraganBot

- 5.22.2. Draganflyer ABEX Awards
- 5.23. Drone Innovation Holding Company
- 5.24. EHang
- 5.25. Elbit Systems Ltd
  - 5.25.1. Elbit Systems Ltd (Unmanned Aircraft Systems) and USVs (Unmanned Surface Vessels)
  - 5.25.2. Elbit Systems Ltd Military Aircraft and Helicopter Systems
- 5.26. Enertis
- 5.27. Finmeccanica
  - 5.27.1. DRS Technologies
- 5.28. Flirtey
- 5.29. FT Sistemas
- 5.30. General Atomics
  - 5.30.1. USAF awards Contracts to GA-ASI to convert 38 Reaper UASs to Extended Range Capability configuration
  - 5.30.2. U.S. Air Force Plans for Extended-Range Reaper
- 5.31. General Dynamics
  - 5.31.1. Sequester Mechanism
  - 5.31.2. General Dynamics Revenue
  - 5.31.3. General Dynamics Robotic Systems
  - 5.31.4. General Dynamics Robotic Systems (GDRS) Vision
  - 5.31.5. General Dynamics Robotic Systems (GDRS) Manufacturing
  - 5.31.6. General Dynamics Autonomous Land And Air Vehicle Development
  - 5.31.7. General Dynamics / Bluefin Robotics
- 5.32. Google
  - 5.32.1. Google Revenue
  - 5.32.2. Google Revenues by Segment and Geography
  - 5.32.3. Google / Boston Dynamics
  - 5.32.4. Boston Dynamics CHEETAH - Fastest Legged Robot
  - 5.32.5. Boston Dynamics Atlas - The Agile Anthropomorphic Robot
  - 5.32.6. Boston Dynamics BigDog
  - 5.32.7. Boston Dynamics LittleDog - The Legged Locomotion Learning Robot
  - 5.32.8. Google Robotic Division
  - 5.32.9. Google Self-Driving Car
  - 5.32.10. Google Cars Address Vast Majority Of Vehicle Accidents Due To Human Error
  - 5.32.11. Google Business
  - 5.32.12. Google Corporate Highlights
  - 5.32.13. Google Search

### 5.33. GoPro

#### 5.33.1. GoPro Second Quarter 2015 Highlights

#### 5.33.2. GoPro Opular Mount

#### 5.33.3. GoPro Revenue Surges 54% As It Gains Popularity Abroad

#### 5.33.4. GoPro Acquires Kolor, A Virtual Reality Company

### 5.34. Gryphon

### 5.35. Hobbico

### 5.36. Honeywell

#### 5.36.1. Honeywell T-Hawk Military Mini Drone

#### 5.36.2. Honeywell's Unmanned Aerial Vehicle RMUs

#### 5.36.3. Honeywell Navigation

### 5.37. Hubsan

### 5.38. HUVRData, LLC

### 5.39. Integrated Dynamics

### 5.40. Intel

#### 5.40.1. Intel Company Strategy

#### 5.40.2. Intel Realsense Cameras And Ascending Technologies' Asctec Trinity

#### 5.40.3. Intel Capital

#### 5.40.4. Intel / Ascending Technologies

#### 5.40.5. Ascending Technologies

#### 5.40.6. Intel Acquires Ascending Technologies!

#### 5.40.7. Ascending Technologies

#### 5.40.8. Ascending Technologies AscTec Firefly

#### 5.40.9. Drone: Asctec Firefly with Intel Realsense

#### 5.40.10. Ascending Technologies and Intel Collaboration to Develop Drone Collision

### Avoidance Technology

#### 5.40.11. Ascending Technologies Asctec Firefly / Intel RealSense Camera

#### 5.40.12. Intel Realsense Cameras and Ascending Technologies' Asctec Trinity

#### 5.40.13. AscTec Falcon

#### 5.40.14. Topcon Distribution Partnership with Ascending Technologies

### 5.41. Israel Aerospace Industries

#### 5.41.1. Israel Aerospace Industries MALAT Division

### 5.42. Japan Drones

### 5.43. Kratos

### 5.44. L-3. Communications

#### 5.44.1. L3. Communications

#### 5.44.2. L-3. Aerospace Systems

#### 5.44.3. L-3. Electronic Systems

#### 5.44.4. L-3. Communication Systems

- 5.44.5. L-3. National Security Solutions
- 5.44.6. L-3. Revenue by Segment
- 5.45. Laird / Cattron Group International
  - 5.45.1. Cattron- Theimeg Branding
- 5.46. Laser Motive
- 5.47. Lockheed Martin
  - 5.47.1. Lockheed Martin First Quarter 2015 Results
  - 5.47.2. Lockheed Martin Symphony Improvised Explosive Device Jammer Systems
  - 5.47.3. Lockheed Martin Aeronautics Revenue
  - 5.47.4. Lockheed Martin Electronic Systems
  - 5.47.5. Lockheed Martin
- 5.48. Marcus UAV
- 5.49. MMist
  - 5.49.1. MMIST Sherpatm Guided Parachute System
  - 5.49.2. MMIST SnowGoosetm CQ-10A Unmanned Aerial System (UAS)
- 5.50. Northrop Grumman
  - 5.50.1. Northrop Grumman Revenue
  - 5.50.2. Northrop Grumman Remotec
  - 5.50.3. Northrop Grumman Leading Global Security Company
  - 5.50.4. Northrop Grumman Supplies Marine Navigation Equipment
  - 5.50.5. Northrop Grumman Recognized by UK Ministry of Defense for Role in Supporting Sentry AWACS Aircraft During Military Operations in Libya
  - 5.50.6. Northrop Grumman Corporation Subsidiary Remotec Inc. upgrade the U.S. Air Force fleet of Andros HD-1
  - 5.50.7. Northrop Grumman NAV CANADA Supplier
- 5.51. Parrot/senseFly
  - 5.51.1. Parrot Group / senseFly
  - 5.51.2. Parrot Group senseFly CTI Certified
  - 5.51.3. Parrot Drone First Quarter Sales For 2015 Up 356 Percent
- 5.52. Prox Dynamics
- 5.53. Proxy Technologies
- 5.54. Roketsan
- 5.55. RUAG Aerospace
- 5.56. Safran Morpho
  - 5.56.1. Safran Morpho Identification Division
  - 5.56.2. Safran Morpho e-Documents Division
  - 5.56.3. Safran Morpho e-Documents Payments
  - 5.56.4. Safran Morpho e-Documents Identity & Access Management
  - 5.56.5. Safran Morpho Global Presence

- 5.56.6. Safran Morpho Detection Division
- 5.56.7. Safran Morpho Revenue 2015
- 5.56.8. Key figures for the first quarter of 2015
- 5.56.9. Safran Morpho Business
- 5.56.10. Safran Security Revenue
- 5.57. SAIC
- 5.58. Scaled Composites
- 5.59. Schiebel
- 5.60. Secom
  - 5.60.1. Japanese Security Company To Offer Private Security Drones
- 5.61. Skycatch
- 5.62. Sky-Futures
- 5.63. TeamUAV
- 5.64. Textron
- 5.65. Topcon Positioning Group
- 5.66. TRNDlabs
- 5.67. XAircraft
- 5.68. Yamaha
  - 5.68.1. Yamaha Crop Dusting Drones
- 5.69. Yuneec
- 5.70. Wing Looong
  - 5.70.1. Wing Loong Medium-Altitude Long-Endurance (MALE) Drone
- 5.71. ZMP
- 5.72. Drone Market Participants WorldWide
  - 5.72.1. Military Manufacturers
  - 5.72.2. Top Drone Products
  - 5.72.3. FAA Approved Drone Projects
- WinterGreen Research,
- WinterGreen Research Research Methodology



## Figures & Tables

### LIST OF FIGURES AND TABLES

Figure ES-1: Parrot S.A. Bebop Commercial Drone

Figure ES-2: Parrot S.A. Bebop Commercial Drone Controller

Table ES-3: Smart Commercial Drone Aircraft Benefits

Table ES-4: Smart Commercial Drone Unmanned Aerial Systems Functions

Table ES-5: Smart Commercial Drone Aerial Systems Features

Table ES-6: Drone Unmanned Aerial Systems Mission Tasks

Table ES-7: Smart Commercial Drone Challenges

Figure ES-8: Drone Systems Market Shares, 2015

Figure ES-9: Drone Aerial Systems Forecasts, Dollars, Worldwide, 2016-2022

Table 1-1: Ability Of Commercial Drones To Perform Delivery Function 1.3 Drone Use Cases

Figure 1-2: Increase In Resolution That Is Possible With Georeferenced Imagery

Table 1-3: Department of Transportation Applications

Table 1-4: Unmanned Aerial Systems (UAS) Homeland Security Sites To Be Monitored

Figure 2-1: Parrot S.A. Bebop Commercial Drone

Figure 2-2: Parrot S.A. Bebop Commercial Drone Controller

Table 2-3: Smart Commercial Drone Aircraft Benefits

Table 2-4: Smart Commercial Drone Unmanned Aerial Systems Functions

Table 2-5: Smart Commercial Drone Aerial Systems Features

Table 2-6: Drone Unmanned Aerial Systems Mission Tasks

Table 2-7: Smart Commercial Drone Challenges

Figure 2-8: Drone Systems Market Shares, 2015

Figure 2-9: Drone Market Shares, 2015

Figure 2-10: Drone Systems, Low End, Mid Range and High End, Market Shares, Dollars, Worldwide, 2015

Figure 2-11: DJI Drone

Figure 2-12: Airborne Parrot Drone

Figure 2-13: Ascending Technologies AscTec Firefly Smart Drone

Figure 2-14: Ascending Technologies Professional Line

Figure 2-15: Boeing A160 Hummingbird Unmanned Aerial Vehicle

Figure 2-16: BP and AeroVironment Drone for Comprehensive GIS Services

Figure 2-17: AeroVironment Switchblade Tactical Missile System

Figure 2-18: Textron L-3WESCAM

Figure 2-19: Textron Shadow

Figure 2-20: General Atomics Predator UAS

Figure 2-21: General Atomics Predator B UAS

Table 2-22: Drone Unit Shipments by Company

Figure 2-23: Drone Aerial Systems Forecasts, Dollars, Worldwide, 2016-2022

Table 2-24: Drone Aerial Systems Market Forecasts Dollars, Worldwide, 2016-2022

Table 2-25: Drone Market Segment Applications

Table 2-26: Drone Aerial Systems by Sector, Military, Agriculture, Oil and Gas, Border Patrol, Law Enforcement, Homeland Security, Disaster Response, Package Delivery, Photography, Videography, Dollars, Worldwide, 2016-2022

Table 2-27: Drone Aerial Systems by Sector, Military, Agriculture, Oil and Gas, Border Patrol, Law Enforcement, Homeland Security, Disaster Response, Package Delivery, Photography, Videography, Percent, Worldwide, 2016-2022

Table 2-28: Drone Systems Market Share Units, 2015

Figure 2-29: Drone Aerial Systems Market Forecasts, Units, Worldwide, 2016-2022

Figure 2-30: DJI Overcomes Technological Barriers to Drone Manufacture

Figure 2-31:

Figure 2-32: Agriculture, Business, Environmental and Entertainment Use of Drones

Figure 2-33: Emergency and Real Estate Use of Drones

Figure 2-34: Security and Media Use of Drones

Table 2-35: Drone Systems by Application, Military, Law Enforcement, Homeland Security, and Border Patrol, Agricultural, Package Delivery, Consumer Photo Drones, Utility Infrastructure Inspection, and Mapping, Market Shares, Dollars, Worldwide, 2015

Figure 2-36: Smart Commercial Drone Aerial Systems (UAS) by Sector, Agriculture, Oil and Border Patrol, Law Enforcement, Homeland Security, Disaster Response, Package Delivery, Photography, Videography, Dollars, Worldwide, 2015-2021

Figure 2-37: Smart Commercial Drone Aerial Systems (UAS) by Sector, Agriculture, Oil and Gas, Border Patrol, Law Enforcement, Homeland Security, Disaster Response, Package Delivery, Photography, Videography, Percent, Worldwide, 2015-2021

Table 2-38: Border Patrol / Law Enforcement Smart Drone Aerial Systems (UAS) Market Shares, Dollars, Worldwide, 2015

Figure 2-39: Smart Commercial Drone Border Patrol / Homeland Security Aerial Systems Forecasts, Dollars, Worldwide, 2015-2021

Table 2-40: Package Delivery Smart Drone Aerial Systems (UAS) Market Shares, Dollars, Worldwide, 2015

Figure 2-41: Google Drone Package Delivery

Figure 2-42: Smart Commercial Drone Package Delivery Aerial Systems Forecasts, Dollars, Worldwide, 2015-2021

Table 2-43: Utility and Pipeline Inspection Drone Unmanned Aerial Systems (UAS) Market Shares, Dollars, Worldwide, 2015

Figure 2-44: Draganflyer Pipeline / Hydro-Transmission Line Inspection

Figure 2-45: Smart Commercial Drone Oil and Gas / Pipeline Inspection Aerial Systems Forecasts, Dollars, Worldwide, 2016-2022

Figure 3-46: Solar Plant Inspection

Table 2-47: Smart Drone Aerial Mapping Market Shares Dollars, Worldwide, 2015

Figure 3-48: Commercial Drones Took to the Skies First for the Agricultural Industry

Table 2-49: Drone Uses in Agriculture

Table 2-50: Agricultural Inspection and Planting Drone Unmanned Aerial Systems (UAS) Market Shares, Dollars, Worldwide, 2015

Figure 2-51: Yamaha Helicopter Drone Spraying

Figure 2-52: Yamaha RMAX Helicopter Drones

Figure 2-53: DJI Agricultural Spraying Drone

Figure 2-54: Draganfly Draganflyer X4-P

Figure 2-55: AscTec Firefly

Table 2-56: Technical Data -- AscTec Firefly

Figure 2-57: Smart Commercial Drone Agriculture Aerial Systems Forecasts, Dollars, Worldwide, 2016-2022

Figure 2-58: Agriculture Surveying Via Drones

Figure 2-59: Sports Photography -- Bringing The Person Into The Action

Figure 2-60: Drone Game-Changing Application Was Aerial Photography

Table 2-61: Photography and Videography Drone Unmanned Aerial Systems (UAS) Market Shares, Dollars, Worldwide, 2015

Figure 2-62: Smart Commercial Drone Photography / Videography Systems Forecasts, Dollars, Worldwide, 2016-2022

Figure 2-63: Commercial Drone Aerial Mapping

Table 2-64: Smart Drone Aerial Mapping Market Shares Dollars, Worldwide, 2015

Figure 2-65: Smart Drone Mapping Vehicle

Figure 2-66:

Figure 2-67:

Table 2-68: 3D Maps Of Navigable Drone Highways In The Sky

Figure 2-69: Smart Commercial Drone Aerial Mapping Systems Forecasts, Dollars, Worldwide, 2016-2022

Figure 2-70: Real Estate Uses Drones For Aerial Perspectives

Figure 2-71: 2.15 Drone Medical Markets

Figure 2-72: Emergency Medical Deliveries

Figure 2-73: Northrop Grumman Global Hawk

Table 2-74: Military Drone Systems, Market Shares, Dollars, Worldwide, 2015

Figure 2-75: Military Drone Crashes By Year

Figure 2-76: Military Drone Crashes By Arm of the Military

Figure 2-77: Military Drone Crashes By Geography

Figure 2-78: Military Drone Market Shares, Dollars, Worldwide, 2015

Table 2-79: Military Drone Market Shares, Dollars, Worldwide, 2015

Table 2-80: Northrop Grumman Global Hawk Features

Table 2-81: Northrop Grumman Global Hawk Functions

Figure 2-82: Military Drone Unmanned Aerial Systems Forecasts, Dollars, Worldwide, 2016-2022

Table 2-83: Nano Drones Applications

Figure 2-84: DJI Share of FAA Drone Operations Exceptions

Figure 2-85: Top Five VC Funded Drone Ventures

Figure 2-86:

Figure 2-87:

Figure 2-88:

Figure 2-89:

Figure 2-89: Drone Aerial Systems (UAS) Regional Market Segments, Dollars, 2015

Table 2-90: Drone Aerial Systems (UAS) Regional Market Segments, 2015

Figure 2-91: Japanese Hexacopter Smart Commercial Drone

Figure 2-92: Sony Commercial Drone

Figure 2-93: Drone Model Envisaged For Work Inside The Reactor Buildings At The Crippled Fukushima No. 1 Nuclear Power Plant

Figure 2-84:

Figure 2-85: Expansion of US Drone Base in Africa

Figure 3-1: Parrot S.A. Bebop Commercial Drone

Table 3-2: Parrot S.A. Bebop Commercial Drone

Table 3-3: Parrot Bebop Drone Stability and Function Sensors

Table 3-4: Parrot Bebop Drone Sensor Functions

Figure 3-5: Airborne Parrot Drone

Figure 3-6: Airborne Parrot AR.Drone 2.0

Figure 3-7: 3D Robotics

Figure 3-8:

Figure 3-9:

Figure 3-10: UC Davis Using Yamaha Helicopter Drones For Crop Dusting

Figure 3-11: Yamaha Crop Dusting Initiatives

Figure 3-12: Yamaha Helicopter Drone Spraying

Figure 3-13: Yamaha RMAX Helicopter Drones

Figure 3-14: Yamaha Agricultural Spraying

Figure 3-15: Yamaha Rmax Drone

Figure 3-16: Yamaha Unmanned Helicopters For Industrial And Research Applications

Table 3-17: Yamaha Drone Unmanned Helicopters Agricultural Applications

Table 3-18: DJI Products

Figure 3-19: DJI Phantom  
Figure 3-20: DJI Phantom Series  
Figure 3-21: DJI Inspire  
Figure 3-22: DJI Ronin  
Table 3-23: DJI Ronin Features  
Figure 3-24: DJI Inspire  
Figure 3-25: DJI Ronin-M  
Figure 3-26: Spreading Wings S800 EVO  
Figure 3-27: Zenmuse H3-3D  
Figure 3-28: DJI Flame Wheel Landing Gear and Propulsion System  
Figure 3-29: Fine-Tuned Electronic Propulsion Inspire  
Figure 3-30: Phantom 3 Professional & Advanced  
Figure 3-31: DJI Industries Phantom 3 Drone  
Table 3-32: DJI Industries Phantom 3 Drone Powerful Mobile App  
Table 3-33: DJI Industries Phantom Functions  
Table 3-34: DJI Industries Phantom SKEYE Nano Drone Open Platform Apps  
Programming Functions  
Figure 3-35: DJI Industries Inspire Drone  
Table 3-36: DJI Industries Inspire Drone Features  
Figure 3-37: DJI Industries Ronin-M  
Table 3-38: DJI Industries Ronin-M Functions  
Figure 3-39: DJI Industries Spreading Wings S1000+  
Table 3-40: DJI Industries Spreading Wings S1000+ Features  
Figure 3-41: DJI Industries Zenmuse Z15-A7  
Table 3-42: DJI Industries Zenmuse Z15-A7 Features  
Figure 3-43: DJI Advanced Octocopter Spreading Wings S1000+  
Figure 3-44: Spreading Wings S1000  
Figure 3-45: DJI Flight Controllers For Multi-Rotors  
Figure 3-46: WooKong-M  
Figure 3-47:  
Figure 3-48:  
Figure 3-49: DJI Handheld Gimbals  
Figure 3-50: Aerial Gimbals  
Figure 3-51:  
Figure 3-52: Zenmuse Z15-A7  
Figure 3-53: Zenmuse Z15-A7  
Figure 3-54:  
Figure 3-55:  
Figure 3-56:

Table 3-57: Boeing A160 Hummingbird Helicopter Features
Figure 3-58: Boeing A160 Hummingbird Unmanned Aerial Vehicle
Table 3-59: Boeing-Insitu ScanEagle In Service Views
Figure 3-60: Boeing ScanEagle
Figure 3-61: Insitu ScanEagle
Figure 3-62: Boeing Insitu ScanEagle 2 -- the Next Generation Platform
Table 3-63: Insitu Industry Standards Best Practices Partners
Table 3-64: Insitu ICOMC2's Breakthrough Technology Capabilities
Table 3-65: Insitu ICOMC2 Technology Upgrade For Emergency Response
Figure 3-66: Insitu NightEagle
Figure 3-67: AeroVironment Drone for Surveillance
Figure 3-68: AeroVironment Global Observer
Table 3-69: AeroVironment Global Observer Advanced Warning Factors
Table 3-70: AeroVironment Global ObserverR System Applications
Table 3-71: AeroVironment Global ObserverR System Target Markets
Figure 3-72: AeroVironment RQ-20A Puma AE
Figure 3-73: AeroVironment Wasp AE
Figure 3-74: AeroVironment Shrike VTOL
Figure 3-75: AeroVironment Ground Control System
Figure 3-76: BP and AeroVironment Drone for Comprehensive GIS Services
Table 3-77: AeroVironment BP Services
Table 3-78: AeroVironment BP Inspection of Critical Infrastructure
Figure 3-79: AeroVironment Commercial UAV
Figure 3-80: AeroVironment UAS: Raven
Figure 3-81: AeroVironment Raven
Figure 3-82: Elbit Systems Hermes? 900 - Multi-role, Medium Altitude Long Endurance (MALE)
Table 3-83: Elbit Systems UAS
Table 3-84: Interstate Drone Regulation Functions
Figure 3-85: Amazon Prime Air Drone
Figure 3-86: Textron Shadow M2
Table 3-87: Textron Shadow M2 Features
Table 3-88: Textron / Aerosonde Aircraft Flight Milestones And Capabilities
Table 3-89: Aerosonde Service Capabilities
Table 3-90: Textron AAI Optimization For The Aircraft For Military Missions
Figure 3-91: Textron Shadow
Table 3-92: Textron Training Domains And Capabilities
Figure 3-93: Textron Systems UAS: Wasp
Table 3-94: Textron Systems Global Observer System Homeland Security Functions



Table 3-95: Textron Systems Global Observer Features  
Figure 3-96: Nano Air Advanced Development Aircraft:  
Figure 3-97: BAE Systems MIM500? Series Of Uncooled Infrared Camera Cores  
Table 3-98: BAE Systems MIM500 Camera Functions  
Figure 3-99: BAE Systems Taranis  
Figure 3-100: Aurora Flight Sciences Centaur OPA  
Figure 3-101:  
Figure 3-102: Aurora Flight Sciences Orion  
Figure 3-103: Aurora Flight Sciences Orion Magic JCTD  
Figure 3-104: Aurora Skate  
Figure 3-105: Aurora Skate Flight Path  
Figure 3-106: Aurora Skate Flying Indoors  
Figure 3-107: Aurora's HALE  
Figure 3-108: Aurora's Advanced Concepts: SunLight Eagle  
Figure 3-109: Aurora Excalibur  
Table 3-110: Aurora GoldenEye 80 Air Vehicle Planned Design Improvements  
Figure 3-111: Aurora Flight Sciences UAS  
Table 3-112: Aurora Flight Sciences Tactical UAVs  
Table 3-113: Aurora's Line of Tactical UAVs  
Table 3-114: Aurora DA42 MPP Features  
Table 3-115: Aurora DA42 MPP Features  
Table 3-116: Aurora DA42 MPP Target Applications  
Figure 3-117: Aurora Flight Sciences GoldenEye  
Table 3-118: L3 Cutlass Launch Formats  
Figure 3-119: L-3 Communications Cutlass  
Table 3-120: L-3 Communications Cutlass Tube-Launched Small Key Features  
Figure 3-121: Draganfly Draganflyer X4-P  
Figure 3-122: Draganfly Handheld Ground Control System  
Table 3-123: Draganflyer Vision Based System (VBS) Functions  
Figure 3-124: Draganflyer Guardian  
Figure 3-125: Draganfly X4  
Figure 3-126: Draganflyer Camera  
Figure 3-127: Draganflyer Camera Modules  
Figure 3-128: Draganflyer Camera Operator Module  
Figure 3-129: Draganflyer Hovering Source: Draganflyer.  
Figure 3-130: Draganflyer Quad Rotor Provides Flight Stability Source: Draganflyer.  
Figure 3-131: Draganflyer X6 Remotely Operated, Unmanned, Miniature Helicopter  
Figure 3-132: Draganflyer Compact Foldable Frame Source: Draganflyer.  
Figure 3-133: Draganflyer Camera Real Estate Applications



Figure 3-134: Draganflyer Camera Law Enforcement Applications  
Figure 3-135: Draganflyer Camera Traffic Applications  
Figure 3-136: Draganflyer Tactical Surveillance  
Figure 3-137: Draganflyer X8 Helicopter  
Figure 3-138: DraganFlyer X8 Helicopter Eight Main Horizontal Rotor Blades  
Figure 3-139: General Atomics Predator UAS  
Figure 3-140: Integrated Dynamics Rover  
Figure 3-141: Integrated Dynamics Rover A View  
Figure 3-142: Integrated Dynamics Explorer Drone  
Figure 3-143: Integrated Dynamics Skycam  
Figure 3-144: Integrated Dynamics Pride  
Figure 3-145: Integrated Dynamics Spirit  
Figure 3-146: Integrated Dynamics Airframe Systems  
Figure 3-147: Integrated Dynamics Border Eagle MK - II  
Figure 3-148: Integrated Dynamics Hornet  
Figure 3-149: Integrated Dynamics HAWK MK - V  
Figure 3-150: Integrated Dynamics VISION MK I  
Figure 3-151: Integrated Dynamics Vision M K - I I  
Figure 3-152: Integrated Dynamics S / Integrated Dynamics Integrated Dynamics M  
Figure 3-153: Integrated Dynamics Vector  
Figure 3-154: Integrated Dynamics Tornado  
Figure 3-155: Integrated Dynamics Nishan MK - II  
Figure 3-156: Integrated Dynamics Nishan TJ - 1000  
Figure 3-157: MMIST SnowGoose  
Table 3-158: MMist CQ-10B advantages:  
Table 3-159: MMist Unmanned Logistics Air Vehicle (ULAV)Functions  
Table 3-160: MMist CQ-10 System  
Figure 3-161: MMist SherpaTM Ranger  
Table 3-162: MMIST Shepra Characteristics  
Table 3-163: MMist Sherpa? Systems Guidance Units  
Table 3-164: MMist Sherpa? Provider Advantages:  
Figure 3-165: MMist Payload  
Figure 3-166: Marcus Zephyr Airframes Systems  
Table 3-167: Marcus Zephyr Airframes Systems Specifications:  
Table 3-168: The Proxy Autonomous Control Suite (PACS?) Principal Subsystem Elements:  
Table 3-169: Proxy SkyRaider Benefits:  
Table 3-170: Proxy Aviation capabilities  
Figure 3-171:

Figure 3-172:

Figure 3-173: Chinese UAS

Table 3-174: Chinese V750 Helicopter Drone

Table 3-175: Air Show China 2010 J10 Chinese Fighter Jets

Figure 3-176: Northrop Grumman Bat

Table 3-177: Northrop Grumman.Bat 3 Features

Figure 3-178: Northrop Grumman Super Bat with Piccolo II Autopilot and TASE Gimbal

Figure 3-179: Northrop Grumman Super Bat with Piccolo II Autopilot and TASE Gimbal Features

Table 3-180: Northrop Grumman MLB Super-Bat Specifications

Figure 3-181: Northrop Grumman Bat Unmanned Aircraft System

Figure 3-182: Northrop Grumman Firebird

Figure 3-183: Northrop Grumman M324 UAS

Figure 3-184: Northrop Grumman Bat Unmanned Aircraft System

Figure 3-185: Northrop Grumman Global Hawk (U.S. Air Force)

Figure 3-186: Northrop Grumman MQ-8B Fire Scout

Table 3-187: Northrop Grumman MQ-8B Fire Scout System Requirements:

Figure 3-188: Northrop Grumman MQ-8B Fire Scout System Needs:

Table 3-189: Northrop Grumman Global Hawk Specifications:

Table 3-190: Northrop Grumman X-47B UCAS

Figure 3-191: Northrop Grumman Fire-X

Table 3-192: Schiebel Camcopter Target Markets:

Figure 3-193: Google Design Called A Tail Sitter, A Hybrid Of A Plane And A Helicopter

Figure 3-194: Project Loon Balloons Float In The Stratosphere

Figure 3-195: Google Loon Balloon

Figure 3-196: Google Titan Aerospace

Figure 3-197: Planet Lab CubeSats As Model for Outernet Beamed Via Satellite

Figure 3-198: Lockheed Martin Ground Control System

Table 3-199: Lockheed Martin Expeditionary Ground Control System Features

Figure 3-200: Lockheed Martin Integrated Sensor Is Structure (ISIS)

Table 3-201: Lockheed Martin Integrated Sensor Is Structure (ISIS) Capabilities

Table 3-202: Lockheed Martin Integrated Sensor Is Structure (ISIS) Key Features

Table 3-203: Lockheed Martin K-MAX Unmanned Helicopter Functions

Figure 3-204: Lockheed Martin K-MAX Unmanned Helicopter

Figure 3-205: Lockheed Martin ARES

Figure 3-206: Lockheed Martin Desert Hawk III

Figure 3-207: Lockheed Martin Fury

Table 3-208: Lockheed Martin Fury Features

Figure 3-209: Lockheed Martin Expeditionary Ground Control System

Table 3-210: Expeditionary Ground Control System Modules:

Figure 3-211: Lockheed Martin Remote Minehunting System

Figure 3-212:

Figure 3-213: Lockheed Martin Persistent Threat Detection System

Figure 3-214: Lockheed Martin Stalker UAS

Table 3-215: Lockheed Martin Stalker Droppable Payload Features

Table 3-216: Stalker eXtended Endurance (Stalker XE) Features

Figure 3-217: TRNDlabs SKEYE Nano Drone

Table 3-218: TRNDlabs SKEYE Nano Drone Features

Figure 3-219: Prox Dynamics PD-100 Black Hornet PRS

Table 3-220: Prox Dynamics PD-100 Black Hornet PRS Features

Table 3-221: Prox Dynamics PD-100 Black Hornet Missions

Table 3-222: Prox Dynamics PD-100 Black Hornet Benefits

Figure 3-223: Prox Dynamics AS Mini Protective Drone

Figure 3-224: Denel Dynamics Seeker 400 UAS

Table 3-225: Denel Dynamics Seeker 400 Features

Table 3-226: Denel Dynamics Seeker 400 Multi-mission, Multi-role ISR System  
Components:

Table 3-227: Denel Dynamics Seeker 400 Multi-Mission, Multi-Role ISR System  
Features

Table 3-228: Denel Dynamics Seeker 400 UAS Multi-mission, Multi-role ISR System  
System Features

Figure 3-229: Denel Dynamics Hungwe UAS

Table 3-230: Denel Dynamics Hungwe Functions

Figure 3-231: Denel Dynamics Skua

Table 3-232: Denel Dynamics Skua High-speed Target Drone Features

Figure 3-233: Israel Aerospace Industries Heron

Table 3-234: Israel Aerospace Industries Heron Features And Capabilities:

Figure 3-235: Israel Aerospace Industries Super Heron

Table 3-236: Israel Aerospace Industries Super Heron Main Features:

Figure 3-237: Israel Aerospace Industries Hunter

Table 3-238: Israel Aerospace Industries Hunter System Features And Capabilities:

Figure 3-239: Israel Aerospace Industries Ranger

Table 3-240: Israel Aerospace Industries / RUAG Ranger System Main Features And  
Capabilities:

Figure 3-241: Israel Aerospace Industries Searcher MKIII

Table 3-242: Israel Aerospace Industries Searcher MKIII Multiple Operational  
Configurations

Figure 3-243: Israel Aerospace Industries Panther Fixed Wing VTOL UAS

Table 3-244: Israel Aerospace Industries Panther Features

Table 3-245: Israel Aerospace Industries Panther Fixed Wing VTOL Main Capabilities

Table 3-246: The Israel Aerospace Industries Panther Typical Missions

Figure 3-247: Israel Aerospace Industries Mini Panther Fixed Wing VTOL Mini UAS

Table 3-248: Israel Aerospace Industries Mini Panther Fixed Wing VTOL Mini Features and Capabilities

Table 3-249: Israel Aerospace Industries Mini Panther Fixed Wing VTOL Typical Missions 3.34 Safran

Table 3-250: Safran Drone Positioning

Table 3-251: Safran Drone Missions

Figure 3-252: Safran Tactical Drone Systems

Figure 3-253: Safran Patroller and Sperwer

Figure 3-254: Honeywell T-Hawk Military Mini Drone

Figure 3-255: Honeywell Engines in General Atomics MQ-9 Reaper

Table 3-256: AscTec Drone Efficiency: Professional Line

Figure 3-257:

Table 3-258: Ascending Technologies. Professional Efficiency Benefits

Table 3-259: Ascending Technologies. UAV // Drones

Figure 3-260: AscTec 360 Aerial Imaging & Panorama Experience

Figure 3-261: AscTec Firefly

Figure 3-262: Danish Aviation Systems Drones

Figure 3-263: eXom Danish Aviation System Mapping and Inspection Drone

Figure 3-264:

Figure 3-265: FT Sistemas Drone Designs

Figure 3-266: FT Sistemas Naval Drone Designs

Figure 3-267: FT Sistemas RGB Drone Perspectives

Figure 3-268: FT Sistemas Drone Applications

Figure 3-269: FT Sistemas Brazilian Military Drones

Table 3-270: Brazilian Land Force FT100 Mission Targets 3.39 AgEagle

Figure 3-271: AgEagle

Table 3-272: AgEagle Aerial Systems Agricultural Crop Map Functions 3.40 Roketsan Turkish Defense

Figure 2-273: Roketsan Bayraktar TB2 3.41 Hexo+

Figure 3-274: Hero+ Self Tracking Camera Drone Image

Figure 3-275: Hero+ Self Tracking Camera Drone 3.42 Wingsland

Figure 3-276: Wingsland Minivet FPV Quadcopter 3.43 Ehang GhostDrone 2.0

Figure 3-277: Ehang GhostDrone 2.0

Figure 3-278: Ehang GhostDrone 2.0 Smartphone Integration

Figure 3-279: Sky Futures Drone Inspection in Gulf of Mexico for Oil and Gas Industry

Figure 4-1: Typical Hobby Commercial Drone  
Table 4-2: US FAA Suggestions for Drone Pilot Training  
Table 4-3: Drone Standards  
Table 4-4: Drone Certification Standards  
Figure 4-5: UAS Automatic Surveillance Sense and Avoid Evolution  
Figure 4-6: UAS Airspace Control LD-CAP Conceptual Architecture  
Table 4-7: UAS Automatic Surveillance Sense LD-CAP Experimental Environment  
Figure 4-8: UAS Sense and Avoid: See and Avoid Requirement Aspects  
Table 4-9: UAS Avionics Approach 4.3 Drone Regulation  
Figure 4-10: Drone Test Sites Selected by the FAA  
Table 4-11: Military Drone Technology Key Requirements  
Figure 4-12: US Military DISA Drone Architecture  
Figure 4-13: Drone Operational Architecture  
Figure 4-14: Northrop Grumman.BAT Features  
Figure 4-15: Vehicle Tracking And Antenna Positioning System That Utilizes Unique GPS  
Figure 4-16: Aurora Autonomy & Flight Control  
Table 4-17: Aurora Development Capabilities  
Table 4-18: Aurora / NASA Development Of Automated Landing Systems  
Table 4-19: Aurora / NASA Development Automated Landing System  
Table 4-20: Aurora / NASA Autopilot Development Issues  
Table 4-21: Aurora / NASA Flare Planner Development  
Table 4-22: Roles And Capabilities, Provided By Manned Platforms, With UASs by 2030  
Figure 4-23: Size, Role, and Platform of Unmanned Aircraft  
Table 4-24: Aircraft Prime Contractor Missions  
Table 4-25: L-3 Communications LinkTEK Key Communication Features  
Figure 4-26: linkTEK? IDS  
Table 4-27: FlightTEK Controls  
Figure 4-28: Danish Aviation Systems Drones  
Figure 4-29: Large Project Management  
Figure 4-30: Draganflyer Remote Supervision and Investigation of Equipment  
Figure 4-31: Draganflyer Pipeline / Hydro-Transmission Line Inspection  
Figure 4-32: Draganflyer Remote Supervision and Investigation of Agricultural Fields and Crops  
Figure 4-33: Draganflyer Advanced RC Flight Research  
Figure 4-34: Draganflyer Remote Aerial Archeology  
Figure 4-35: Draganflyer Remote Environmental Assessment  
Figure 4-36: Draganflyer Fun  
Figure 4-37: Advanced Flight Entertainment

Table 4-38: Draganflyer RC Helicopter Aerial Photography and Videography Platform  
Figure 4-39: John Paul Jones US Navy Ship  
Figure 4-40: Early US Navy Ship  
Figure 4-41: Early US Barbary Wars Show How to Fight Terrorism 5.4 AgEagle  
Figure 5-1: AgEagle NIR Camera Proprietary Index Filter  
Figure 5-2: AgEagle Transport Van Airogistic Drones  
Table 5-3: ASnTech Mobile Or Fixed Assets Benefits  
Table 5-4: ASnTech Mobile Or Fixed Assets Target User Markets  
Table 5-5: ASnTech Mobile Or Fixed Assets Users  
Table 5-6: Aurora Flight Core Values:  
Table 5-7: BAE Systems Standards  
Table 5-9: Boeing Commercial Airplane Profile  
Table 5-10: Boeing Commercial Airplane Installed Base Profile  
Figure 5-12: Cyphy Drone Flyer  
Table 5-13: Cyphy Pocket Flyer Key Benefits  
Table 5-14: Cyphy Pocket Flyer Specifications  
Figure 5-15: Cyphy Spooling Microfilament  
Figure 5-11: Cyberhawk Innovations Offshore Oil & Gas Industry Drone Inspection  
Table 5-16: Delair-Tech's Features  
Table 5-17: Delair-Tech Customer References 5.20 Disney  
Figure 5-18: DJI Phantom  
Figure 5-19: Draganflyer Design  
Figure 5-20: Draganflyer X6  
Figure 3-277: Ehang GhostDrone 2.0  
Figure 3-278: Ehang GhostDrone 2.0 Smartphone Integration  
Figure 5-21: Enertis International Presence  
Table 5-22: DRS Technologies Defense Technology Leading Market Positions 5.29 FT  
Sistemas  
Figure 5-23:  
Figure 5-24: General Atomics Aeronautical Systems MQ-9 Accelerated Extended  
Range Aircraft  
Figure 5-25: General Atomics Reaper  
Figure 5-26: Boston Dynamic LS3  
Figure 5-26: Boston Dynamic CHEETAH  
Figure 5-27: Boston Dynamic Atlas  
Figure 5-28: Boston Dynamic BigDog  
Figure 5-29: Boston Dynamics LittleDog -  
Table 5-30: Google Autonomous Vehicles Technology  
Figure 5-31: GoPro Cameras



Figure 5-32: Gryphon Distribution Locations  
Figure 5-32: Honeywell T-Hawk Military Mini Drone  
Table 5-33: HUVD Drone Services Industries Targeted  
Table 5-34: Integrated Dynamics UAV/RPV Project Supply Source  
Table 5-35: Integrated Dynamics UAV/RPV Project Accessories  
Table 5-36: Israel Aerospace Industries IAI / Malat Main Areas Of Activity  
Figure 5-37: Israel Aerospace Industries Malat Division  
Figure 5-38: Kratos' Unmanned Systems  
Table 5-38a: L-3: Positioning  
Table 5-39: Laird / Cattron Group International Customers:  
Figure 5-40: Lockheed Martin Segment Positioning  
Table 5-41: Lockheed Martin's operating units  
Figure 5-42: Lockheed Martin Aeronautics Segment Positioning  
Figure 5-43: Lockheed Martin Aeronautics Segment Portfolio  
Figure 5-44: Lockheed Martin Aeronautics C130 Worldwide Airlift  
Figure 5-45: Lockheed Martin Aeronautics Falcon Fighter  
Figure 5-46: Lockheed Martin Electronic Systems Portfolio  
Table 5-48: Northrop Grumman Partner Of Choice  
Figure 5-49: Northrop Grumman Systems Segments  
Figure 5-50: Northrop Grumman Portfolio  
Figure 5-51: Parrot Consumer Drone  
Table 5-52: Proxy Technologies Deone Potential Uses 5.54 Roketsan  
Figure 5-53: RUAG Aerospace Business Aviation  
Figure 5-54: RUAG Aerospace Military Aviation  
Table 5-55: Safran Morpho Profile  
Table 5-56: Safran Morpho Technology Position In The Security Chain  
Table 5-57: Safran Types of Threat Detection  
Table 5-58: Safran Threat Detection Technologies  
Figure 5-59: Safran Systems Deployed In The Field  
Table 5-60: Safran Morpho Identification Division  
Table 5-61: Safran Morpho e-Documents Divisions  
Table 5-62: Safran Morpho Detection and Divisions  
Figure 5-63: Japanese Security Company To Offer Private Security Drones  
Table 5-64: Textron First Quarter 2015 Segment Results  
Table 5-65: Textron Brands  
Figure 5-66: Xaircraft X  
Figure 5-67: Xaircraft X Camera  
Figure 5-68: UC Davis Using Yamaha Helicopter Drones For Crop Dusting  
Figure 5-69: Yamaha Crop Dusting Initiatives



Figure 5-70:

Figure 5-71: Yuneec Drone

Table 5-72: Yuneec Hobby RC Fixed Wing Aircraft

Figure 5-73: Wing Loong Drone

Figure 5-74: Sony Autonomous VTOL (vertical take-off and landing) Drone Unmanned Aircraft

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