

## PARROT BLUEGRASS THE MULTIPURPOSE QUADCOPTER SOLUTION FOR AGRICULTURE

**Parrot Bluegrass** is the first Parrot quadcopter specifically designed for agriculture and the latest **Business Solution** from Parrot joining and complementing the **Parrot Professional** range of Parrot **Disco-Pro AG** & **Parrot Bebop-Pro 3D Modeling** launched earlier this year, and more recently **Parrot Bebop-Pro Thermal**.

Indeed, 2017 has already been a significant and busy year for **Parrot** with the launch in Q2 2017 of **Parrot Professional** range (that gathers its consumer and commercial technologies, giving access of drone intelligence to small business and independent users) and just last month refreshes to the **Parrot Consumer** range (Parrot Mambo FPV & Parrot Bebop 2 Power).

With the launch of **Parrot Bluegrass**, **Parrot** is further demonstrating its commitment to innovating solutions for business, with UAV's, sensors and software carrying a new level of precision data which can be plugged into existing industry workflows. **Parrot Business Solutions** is changing the way numerous industries work and helping improve ROI, efficiency and productivity.



**Parrot Bluegrass** is a multipurpose quadcopter designed for agriculture that helps farmers improve their ROI, using its 2 embedded cameras; video camera and multispectral sensor. With its front Full HD video camera, this solution helps farmers visually monitor the farm's infrastructure, the land and herds. It also enables farmers to quickly get an overview and detect problem areas in all types of crop fields, thanks to its multispectral sensor designed for Precision Agriculture, **Parrot Sequoia**, and the easy to use processing cloud platform, **AIRINOV FIRST+**.

**Parrot Bluegrass** can automatically cover up to 30 hectares at 70 m / 230 ft. flight altitude per battery. It can also fly at low altitudes optimizing scouting fruit crops that require more mapping precision.

**Parrot Bluegrass** is a user friendly integrated solution for farmers: it is easy to set up, easy to fly with its **Pix4Dcapture** autonomous flight capability, easy data processing with **AIRINOV FIRST+** and easy to repair.

**Parrot Bluegrass** Agricultural Solution includes:

- A **powerful and easy to handle quadcopter** equipped with a full HD front camera & embedded Parrot Sequoia advanced multispectral sensor.
- Flight planning mobile application with **Pix4Dcapture**
- Data processing with **AIRINOV FIRST+** cloud platform
- A long range remote control **Parrot Skycontroller 2**

## Parrot Bluegrass: The quadcopter designed for agriculture

- **Precision Agriculture**

**Parrot Bluegrass** is a robust quadcopter weighing just 1.9 kg. It is fully-equipped with a powerful, on-board computing system, as well as embedding the Parrot Sequoia, an advanced multispectral sensor for **Precision Agricultural** solutions facilitating crop analysis.



- **Autonomous flight and mapping**



**Parrot Bluegrass** includes **Pix4Dcapture**, the world's first planning app that enables farmers to precisely define the specific plot they want to map. The user adapts the flight parameters according to the precision needed and the type of crops.

The entire flight, from take-off to landing<sup>1</sup>, is done autonomously by the quadcopter and the images captured by frontal **Full HD 14MP** camera are streamed live on the tablet's screen.

- **Manual observation flight**

As a multipurpose tool, **Parrot Bluegrass** can also be piloted manually using the included **Parrot Skycontroller 2** Wi-Fi remote control, which provides a 2km range, with the capability to statically hover and inspect

Farmers observe their crops from new heights and capture video footage of their land, infrastructure or livestock thanks to the drone's HD frontal camera. Users can also inspect areas that are invisible at eye-level, identify suffering parcels or potential issues that are often missed on the ground.

## Parrot Sequoia, a miniaturized multispectral solution made for drones

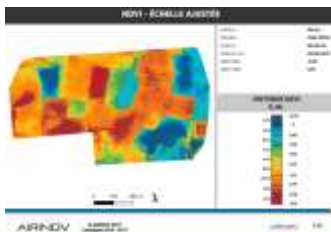
**Parrot Sequoia embedded in Parrot Bluegrass** is a complete and accurate multispectral imagery solution for drones that captures images of crops in both visible and invisible spectrums.

The solution consists of:

- A **multispectral sensor** with GPS that **automatically records images of crops in four distinct spectral bands**: green (500nm Bandwidth 40nm), red (660nm Bandwidth 40nm), red-Edge (735nm Bandwidth 10nm) and near Infrared (790nm Bandwidth 40nm).
- A sensor equipped with a RGB camera (16 MP)
- A **64GB** internal memory to store captured images
- A **luminosity sensor** ('sunshine' sensor) that records **lighting conditions** and automatically calibrates collected data with the multispectral sensor data during the computer processing phase.



## AIRINOV FIRST+, the mapping and analysing platform for multispectral images



**AIRINOV FIRST+** online platform enables users to process and analyze the data and images captured by Parrot Sequoia.

In just a few hours, the farmer receives a turnkey report composed of orthomosaic NDVI maps (absolute and adjusted) and zoning (simple and detailed). This provides a precise view of the biomass (density of vegetation) and relative health of the crops, helping professionals to determine which areas need specific attention. Professionals can use these insights to inform corrective actions and track the effects and

evolution of the farm with high precision.

With **Parrot Bluegrass**, farmers and agriculture cooperatives keep the control of the data captured by the quadcopter and the analysis of these data is directly delivered to them, with no intermediary.

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<sup>1</sup> Please check local regulations before flying.

## Who is the Parrot Bluegrass for?

**Parrot Bluegrass** is a multi-purpose business solution to help agriculture and horticulture, farmers & independents make informed decisions.

With the embedded **Parrot Sequoia** advanced multispectral sensor enables Precision Agriculture mapping and data analysis of crops, combined with **Parrot Bluegrass's** ability to fly at low altitude gives optimization for fruit crops.

Its front camera, together with the possibility to do static flights, facilitate the observation of livestock or specific areas of a parcels or terrain.

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**Parrot Bluegrass** will be available during **November 2017** at drone resellers, general farming outlets, agricultural tech specialists' and [www.parrot.com](http://www.parrot.com)

**MAP: 5,000\$ ex VAT**

### Parrot Bluegrass pack content:

- 1 Parrot Bluegrass quadcopter
- 1 Parrot Sequoia
- 1 Parrot Skycontroller 2
- 1 Backpack
- 3 Batteries Lithium Polymer (25min per battery)
- 2 Chargers
- 1 Year license to AIRINOV FIRST+
- 1 Month access to Pix4Dag

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Video [HERE](#)

For more info, please visit [www.Parrot.com](http://www.Parrot.com) or contact:

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### About Parrot Drones

Parrot Drones is a subsidiary of 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 recreational drones and solutions for professional use.
- Connected objects: With a focus on audio and gardening.
- Automotive: With the most extensive range of hands-free communication and infotainment systems for vehicles on the market.

Headquartered in Paris, Parrot currently employs more than 700 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](http://www.parrot.com)