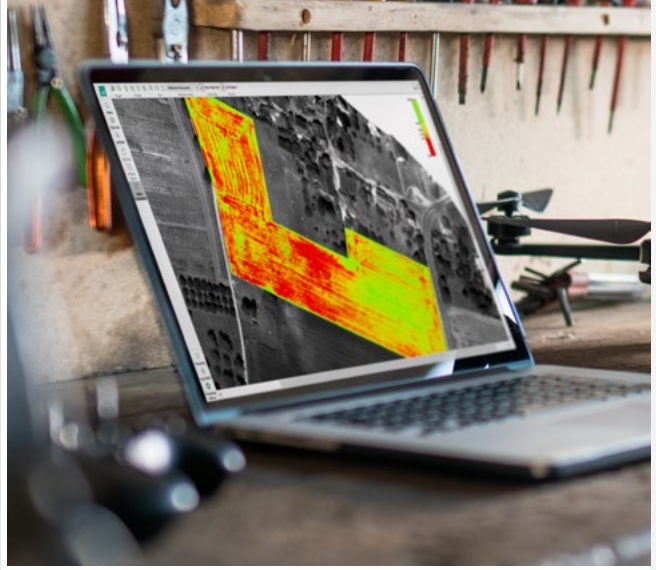


# Parrot® PROFESSIONAL

Press Release  
Paris, April 3rd, 2018



## Parrot Sequoia+ & Pix4D: A new generation of highly precise multispectral sensor with automatic radiometric calibration.

Tools dedicated to precision agriculture help farmers and agronomists optimize the ROI of their crops and improve their daily productivity. The extreme precision and analysis enables farming experts to make well thought out decisions efficiently.

**Parrot** has recently developed **Parrot Sequoia+**, a new generation of its multispectral sensor that allows you to automatically calibrate multispectral images using **Pix4Dmapper** or **Pix4Dag** without the need of a calibration target. This results in a better user experience, as well as more consistent reflectance calculations.

The combination of **Parrot Sequoia+** with **Pix4D** is key in illustrating the approach of **Parrot Business Solutions**. This approach showcases the expertise the **Parrot Group** brings to professionals, notably in the agricultural sector, by providing high-value solutions that are both reliable and affordable, thus offering an optimized user experience.

# Parrot Sequoia+ Pix4D: Precise data guarantees accurate analyses

Thanks to Pix4D's new radiometric processing pipeline, Parrot Sequoia+ allows for a more consistent evaluation of collected data and improves the user experience by removing the need for a reflectance target.

Farmers and agronomists are able to access absolute reflectance measurements, saving them time and providing them with highly accurate vegetation index maps (such as NDVI and NDRE) and in-depth analysis.

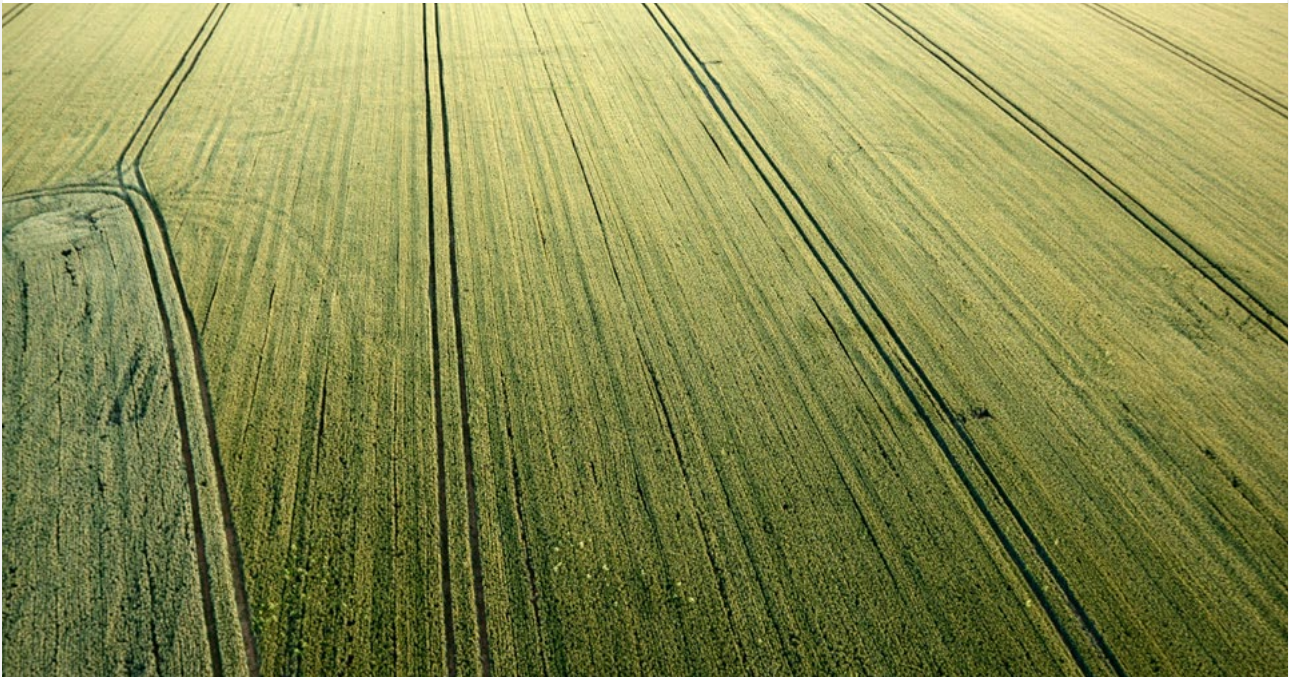
Parrot's R&D department worked alongside Pix4D to create target-less calibration, enabling you to obtain very precise data of your crops.

Thanks to exceptional precision, this data can be used to:

- Visualize & understand the crop health by using very accurate vegetation indices.
- Monitor the evolution of a crop (propagation of a disease or the effect of a treatment).
- Generate management zones and track progress of seeding efforts.
- Optimize fertilizer strategies to improve overall productivity.
- Export accurate map outputs into farm management platforms.

Parrot Sequoia+ is available from ~~€1200~~2018 on [parrot.com](https://www.parrot.com), [Pix4D.com](https://www.pix4d.com) and via senseFly's distribution network, [sensefly.com](https://www.sensefly.com)

€6 3. 00 ex VAT



To find out more about **Parrot Sequoia+** please visit [www.parrot.com/sequoia](http://www.parrot.com/sequoia)  
To discover **Pix4D's** solutions please check [www.pix4d.com](http://www.pix4d.com)

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#### 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](http://www.parrot.com)

#### About Pix4D

Pix4D is the commercial leader in photogrammetry software. Founded in 2011 with years of scientific research, Pix4D software uses images taken by hand, drone, or plane and creates customizable results that complement a wide range of applications and software. Our vision of modern photogrammetry is transforming operations and workflows across industries including Surveying, Construction, Infrastructure, Engineering, Oil & Gas, Mining, Public Safety, Telecommunications, Agriculture, and more. Pix4D is a dynamic and rapidly expanding software company based in Lausanne, (Switzerland) and local offices in Berlin (Germany), San Francisco (USA), and Shanghai (China)