

MULTICOPTERS CONTINUE ON AN UPDRAFT

Current Market Development

According to the Imaging Association (PIV), **multicopters** (popularly known as „photo drones“) are still in vogue. According to [Tractica](#), the number of multicopters sold worldwide is set to increase more than 10-fold to \$ 67.9 million between 2015 and 2021. Legal certainty has had a positive effect on the market. **The Drone Ordinance** of 2017 **created security** through a standardized national framework and **simplified** the conditions for **professional copter pilots**. An EU regulation will ensure European standardization in 2018.

The market segments for **private and commercial use are becoming increasingly separated**. In the meantime, the activation of special functions is only being offered to commercial users. According to the Federal Association of Copter Pilots ([BVCP](#)), this is due to illustrative photo and video recordings for marketing purposes in addition to **surveying, construction documentation and technical inspection**, which play an important role. Special cameras with thermal imaging or gas leak functions, expand the range of applications.



90%

of the Germans think that users should be informed of the regulations when purchasing multicopters.

Source: [Verband unbemannte Luftfahrt](#)

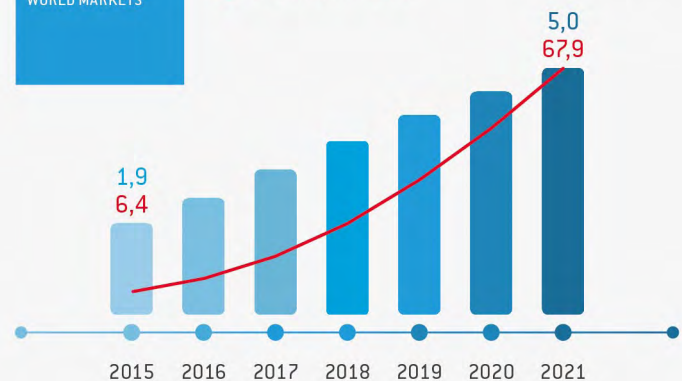
Innovations

- **Dynamic technical advances:** increasing image quality thanks to higher resolution and 4K image capture in an increasingly compact housing.
- **Additional modes** such as „selfie“ and „dronie“ (self-portrait short video) as well as **obstacle detection** simplify the operation for private users.
- The **convenient control via smartphones** makes separate remote controls superfluous. Gestures from a hand or arm make steering even easier. Lifting a hand, for example, makes the copter fly higher, whereas a downward movement initiates descent.
- **Autonomous flying and recording with the help of AI:** dynamic target tracking is now possible through image recognition.

CONSUMER DRONE REVENUE AND SHIPMENTS WORLD MARKETS

● REVENUE IN BILLION \$
● MILLION SHIPMENTS

PIV
WE ARE IMAGING



SOURCE: TRACTICA

Outlook/Forecast

Growth is expected in **both B2B and B2C**, more likely in the commercial sector.

The increasing **simplification in operations** is made possible through AI, especially with regard to tracking people and objects. In combination with more compact, low-cost housings, the attractiveness of multicopter photography is increasing.

Improvement in **airport security and other security areas** is to be expected.

Economies of scale can also reduce the cost of production for multicopters when larger volume **delivery copters** are used and production runs in higher volumes.

Flight time, which is still less than 30 minutes in the amateur sector, offers a potential area for development as well as the **volume**.

