

## **Ziegler and DJI Join Forces to Bring Drones to First Responders**

*Strategic cooperation agreement signed by Ziegler and DJI at Interschutz 2015 in Hannover*

Hannover, 8 June 2015 - German fire truck maker Albert Ziegler GmbH, and Shenzhen-based modern technology company SZ DJI Technology Co., Ltd., signed a cooperation agreement today to bring drone technology to the first responder industry.

At a press conference at the firefighter, emergency responder exhibition Interschutz, the two companies' agreement focused on bringing drone technology to the first responder industry, initially in the form of standard DJI products – including the industry-leading Phantom 3 and Inspire 1 platforms. Future cooperation will concentrate on the development of tailor-made aerial imaging solutions for special operations in firefighting, disaster management, and emergency preparedness sectors.

By signing the agreement, Ziegler will begin marketing standard DJI products together with training and support (TS) packages to facilitate the rapid adoption of this new high-tech tool. Ziegler will add two new drone products to their offerings, including the ZQC-I1 (Ziegler Quad Copter Inspire 1) also known as DJI Inspire 1, and the ZQC-P3 (Ziegler Quad Copter Phantom 3).

Customers will be able to buy drones individually or in combination with TS packages, including assistance in gaining required regulatory approvals, appropriate insurance, and a certified pilot training program.

“These packages are completely unique in the marketplace,” said Phillip A. Thompson, Chief Marketing Officer of Ziegler Group. “Whereas drone technology was either expensive or inaccessible for first responders, our cooperation with DJI makes it possible to purchase and utilize state-of-the-art drones, for an affordable price.”

“One of the unique things about DJI platforms is that they make aerial imaging affordable and accessible for emergency management teams like never before,” said Martin Brandenburg, DJI Marketing Director for Europe. “In cooperation with Ziegler we hope to further lower the barriers so this technology can be put to work saving lives.”

Drones provide emergency response managers with a perspective from above, meaning that far more valuable information can be obtained than compared to viewing an operational landscape from the ground. DJI drones are equipped with 4K cameras allowing for high definition video to be streamed to the operational command center. This provides decision makers with precise information making lifesaving decisions faster and more accurate.

- Drones have already been used to help first responders in a variety of ways including –  
Precise understanding of dangers and obstacles
- Quickly determining unseen risks for on-the-ground bystanders and emergency workers
- Pinpoint identification of primary or alternative routes to reach disaster site
- Recording operations and training exercises to improve performance

“We view this strategic alliance with DJI as a major step forward in the accelerated adoption of a very valuable additional tool for first responders which enables them to increase the security of their personnel and equipment, as well as assist them in quickly gathering valuable tactical information at emergency sites which ultimately enables better decisions to be made faster and with less risk,” said Mr Thompson. “Ziegler’s slogan is ‘We Provide Security’ and we

Albert Ziegler GmbH • Giengen/Brenz • Deutschland

fundamentally believe that providing drones to first responders is demonstrates our innovative drive to improve the tools and tactical capabilities of our customers.”

Both Ziegler and DJI are confident that the rapid introduction of drones in the first responder industry will benefit society by enhancing the ability of emergency operations to be conducted with the comprehensive perspective that only aerial technology can provide.

**About Ziegler:**

The Albert Ziegler GmbH is a leading international supplier of vehicles for firefighting, civil protection and the police, as well as firefighting accessories and technology. The comprehensive product range includes clothing for the firefighting services to highly specialized pumping and fire extinguishing systems to all kinds of emergency vehicles. Out of currently more than 1,000 employees worldwide, around 600 are employed at our headquarters in Giengen an der Brenz, Germany. Other Ziegler manufacturing facilities are located in Germany (Rendsburg and Mühlau) as well as in the Netherlands, Croatia and Indonesia. Sales and service offices can also be found in the Czech Republic, Italy, Slovenia and China.

<http://www.Ziegler.de>

**About DJI**

DJI is a global leader in developing and manufacturing innovative camera technology for commercial and recreational use. DJI was founded and is run by people with a passion for remote-controlled helicopters and experts in flight control technology and camera stabilization. The company is dedicated to making aerial photography and filmmaking more reliable and easier to use for creators and innovators around the world. DJI's global operations currently span North America, Europe and Asia, and its revolutionary products and solutions have been chosen by customers in over 100 countries; for applications in film, advertising, construction, firefighting, farming, and many other industries.

<http://www.dji.com>