

WELCOME TO THE FIRST AIRT NEWSLETTER

The main goal of AiRT is to design a drone which is especially adapted for the use by Creative Industries in confined spaces. This new tool will not only allow them to expand their creative possibilities, but also to develop new markets.

Since technical challenges indoors differ significantly from those of typical outdoor drones, hardware components and software need to be adapted for this specific environment. Existing, but also cutting-edge technologies will be integrated into this innovative product, while the ease of use of the final product is a central point.

Apart from safety measures and advanced navigation features especially tailored for the use in interior spaces, the AiRT drone stands out for its very precise and robust indoor positioning system (IPS).

Compared to other accurate systems, basically developed for motion capture purposes and with a price tag beyond 200,000€, our IPS will be affordable for almost every SME working in the Creative Industry sector.

The AiRT consortium is composed of an interdisciplinary team from three different countries. Four partners, professionals from the Creative Industry sector (advertisement, marketing) and experts in providing ICT solutions work together on a common goal: an indoor drone capable of professional aerial filming and photo shooting.

In this first newsletter, you will find information regarding the ongoing work and future events, and we introduce one of our partners involved in the Project: Pozyx. We are looking forward to engaging you in this amazing adventure.

DISSEMINATION ACTIVITIES

The AiRT consortium attended two different international conferences:

- **VII CITEM, International conference on tourism, economy and the environment** (Sassari, Italy, 2-5 May 2017)
- **4th IACUDIT conference** (Athens, 25-27 May 2017, organized by the International Association for Cultural and Digital Tourism)

The overall advantages and innovative features of our indoor drone and the (economic) potential for the Creative Industries were exposed. Moreover, results from the Creative Industry needs analysis, obtained from the focus group activities in Luton (UK), Valencia (Spain) and Ghent (Belgium) were presented.

For more information, download our deliverable on focus group activities (CI's need: D2.1).

THE CONSORTIUM: POZYX LABS



Pozyx labs is a spin-off company of Ghent University, specialized in indoor positioning and was founded in August 2015 in Ghent (Belgium). The company, composed by young engineers and researchers, provides indoor and outdoor hardware and software solutions for accurate localization.

In order to fly safely and stably, the drone needs a reliable indoor positioning system. Pozyx, as IPS specialists, are in charge of the optimisation and miniaturisation of their innovative localisation system for the use of drones in an indoor environment.

Visit pozyx.io to find out more.



Samuel Van de Velde
Electrical engineer
doing PhD research on
the topic of localization



Vadim Vermeiren
Engineer with a
background and interest
in entrepreneurship



Michiel Boes
PhD, R&D engineer

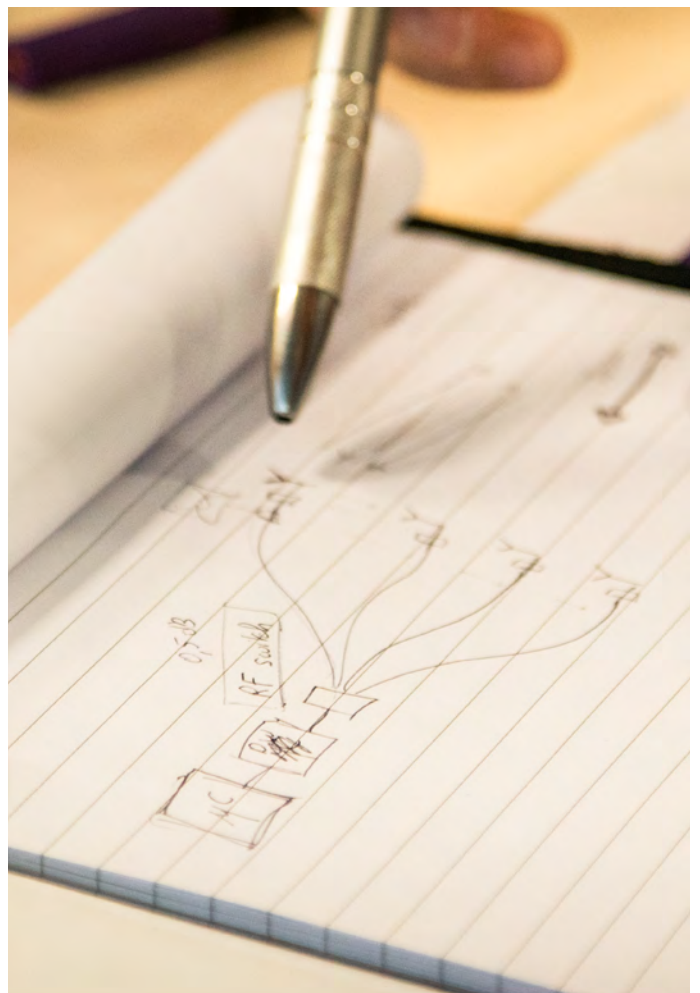
WHAT WE DO

WHEN DID THE PROJECT START?

Representatives from Pozyx, Clearhead, Aerotools and the UPV team celebrated the kick-off meeting on 16 January 2017, where the project scope, challenges, timelines, objectives and milestones were all clarified.

OUR GUIDING PRINCIPLES

Communication – always being in touch with our partners. Our technical weekly meeting is a straightforward tool to accelerate the working progress and fix technical and organisational issues as quickly as possible.





OUR R&D

THE FOCUS GROUP TECHNIQUE

Did you know that we directly asked our potential clients?

We did this to retrieve information regarding the different aspects our drone should have, as well as the distinct features it should integrate to completely fulfil the Creative Industries' expectations.

Now we know more precisely what the Creative Industries are expecting: a tool which, by expanding their creative spaces, will help them to offer new services which in turn will increase their chances to grow within the European and international market.

The Creative Industries expect the following from the AiRT system:

- RPAS especially designed for CIs and indoor use is needed
- Navigation should be simple & user-friendly
- Camera type is important
- RPAS should stay stable in the air



NEXT EVENTS

The AiRT project team are organising the 1st International Workshop on Drones & Technology applied to the Creative Industries.

The Universitat Politècnica de València (UPV) will host this workshop on 12-13 April, 2018.

The UPV team, as coordinators of the AiRT project, will invite academics, people working in the CI sectors and drones users to discuss the possible socio-economic impact of indoor drone technology.

Please join us for an exciting workshop in a wonderful setting!

AIRT.EU



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