



大疆創新



## SUCCESS IN THE CONSUMER MARKET



# 大疆创新 DJI Innovation

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**13年**

**历史**

13 years

**18**

**全球办公室**

18 global  
offices

**180亿**

**年营业额**

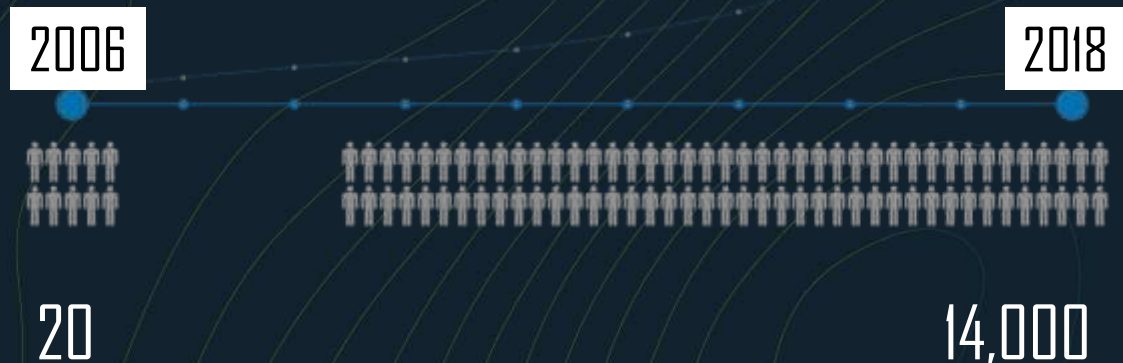
>2.6B USD  
sales

# 自主创新带来快速增长

Innovation brings rapid growth

COMPANY SIZE

2018 REVENUE



US \$2.9 BILLION  
80% YoY GROWTH



精灵Phantom 4 Pro



“悟” Inspire 2



“御” Mavic Pro



MG-1S农业植保机



灵眸OSMO



DJI GOGGLES



“晓” Spark

## 产品线/ Product lines



如影Ronin-MX



如影Ronin 2



禅思云台



筋斗云S1000



经纬M600 Pro



经纬M100



经纬M200



我们为什么做植保无人机  
Why agriculture?



# Traditionally,



**Manual Backpack**



**Ground machine**



**Backpack**



## MILESTONES OF AGRAS BU







# 传统和无人机施药对比，农用无人机经济潜力大，社会价值高

VS. traditional spraying, agricultural UAV brings higher economic and social value

## 效率高/Efficiency

人工喷洒每天作业约10亩

大疆植保机相同时间作业>500亩

1 vs. 33 hc/day

## 成本低/Cost

农村植保请人难导致费用高

无人机作业节水、节药

且人力成本仅为传统施药一半

Saves water and pesticides with

50% cost



## 安全好/Safety

暴露在农药环境中，经常性高温作业

大型机械损伤农作物

人药分离，工作量小

Separate chemical from farmer

## 应用广/Areas

水田、高杆作物区

效率降低严重

无人机作业地形适应性更高

Can be used on water-based field and high corps

## 四年时间，自主创新，两大系列，四款大疆农用无人机 4 DJI agricultural UAVs in 2 product lines

- 2015年, MG-1
- 2016年, MG-1S
- 2017年, MG-1P 及 播撒机
  - 八旋翼, 载重10KG, 90亩/小时
  - Spray & Spread
  - 8 rotors, 10kg payload, 6hc/h



- 2018, T16
  - 六旋翼, 16KG, 150亩/小时
  - 6 rotors, 16kg payload, 10hc/h





# 智慧农业 解决方案/DJI Smart farming solution

精量播种、高效施肥、精准施药，适应多样地形

Precise spray and spread on various terrain

采集规划

Data gathering

精灵 4+大疆智图

Phantom4+Terra



执行作业

Spray/Spread

大疆植保无人机

DJI Agras sprayer/spreader



平台管理

Management

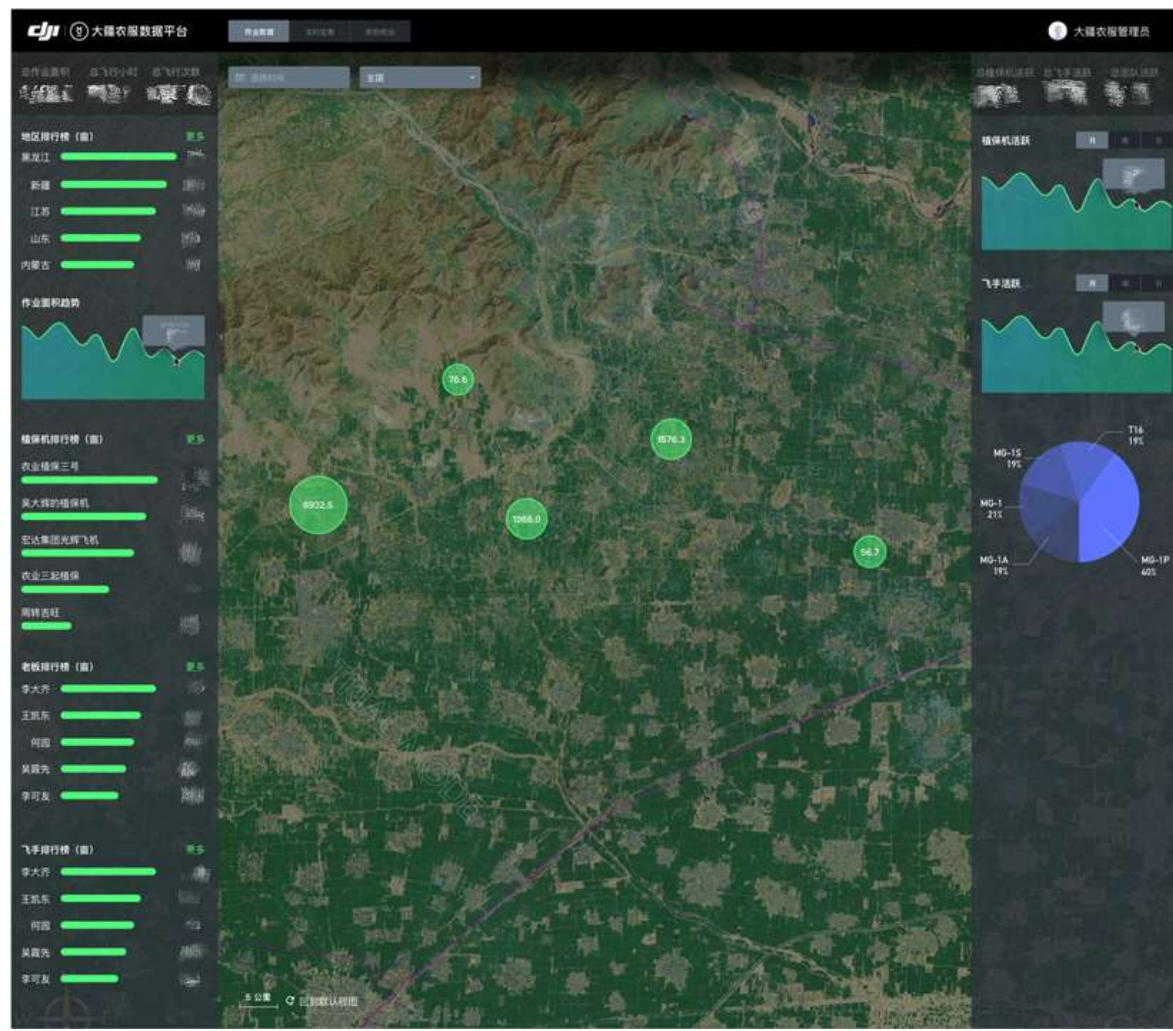
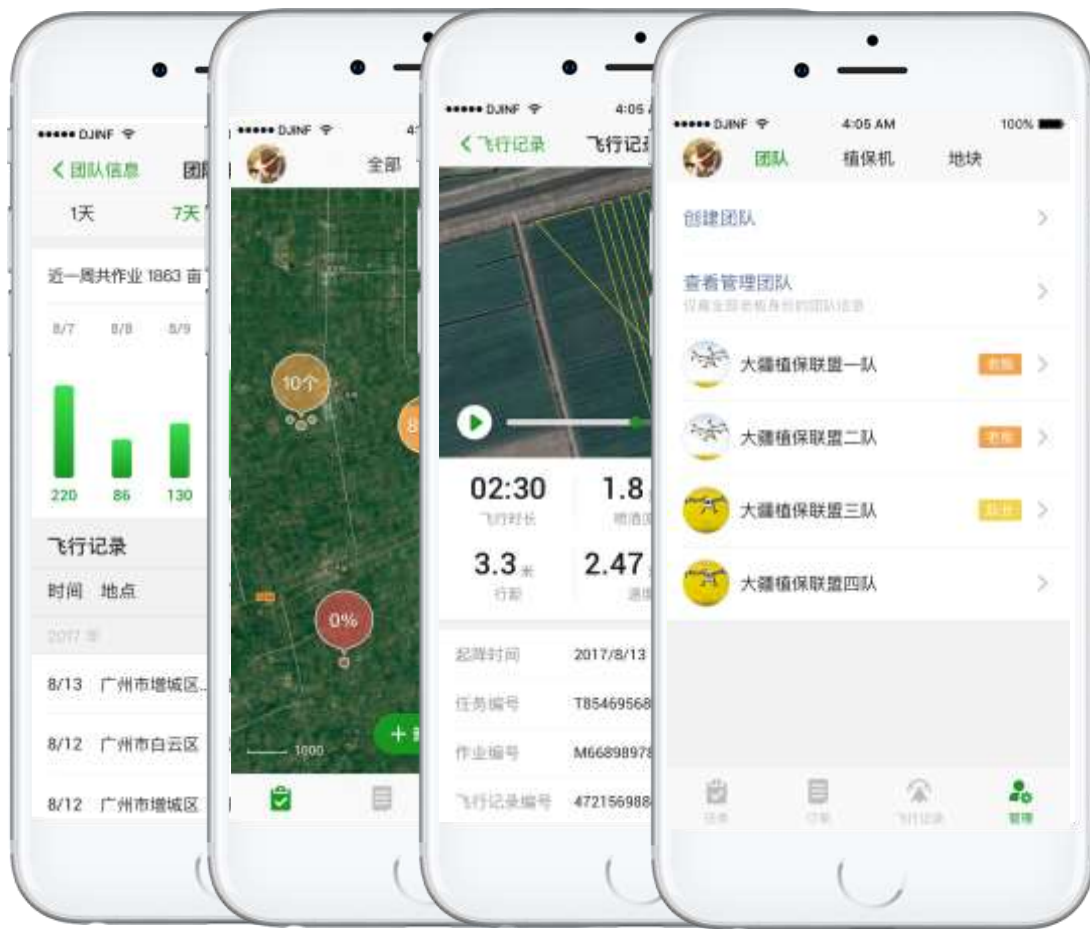
大疆农业服务平台

DJI Agras online platform



# 互联网+农机作业: 大疆农业服务平台 Management

- 用户手机+平台PC/ Mobile + PC
- 资金安全, 精确记录多种模式下作业数据/All recorded
- 监管安心, 实时查看作业进度/ Real time update
- 质量可靠, 作业航线查询/ History check
- 管理高效, 便捷管理团队及设备/ Device and teams







河南 **500,000** 亩小麦作业 33,333 hc



湖北 **50,000** 亩小麦作业 3,333 hc



山东 **260,000** 亩小麦作业 17,333 hc



陕西 **80,000** 亩小麦作业 5,333 hc





## 2018年全年作业动态图

In 2018:

**> 20,000台/Agras sprayer:**  
大疆植保无人机保有量

**> 1,036个县市/ city and town**  
进行植保飞防作业

**> 1.3亿亩次年累计作业量**  
**> 8.6M hc field sprayed**

1月 Month

# 飞防植保，DJI护航

## Agricultural start up made easier by DJI



王文礼夫妇，黑龙江  
三个月作业30,000亩  
盈利10+万元



刘杨团队，湖北  
年作业近30万亩  
2018年公司实现营收300万



张江旭父子，浙江  
半年作业14,000亩  
半年实现盈利21万

## CASE STUDY



### **PARTNER: Rong Meng Ya**

Ms. Rong comes from a farming family. During her education overseas, she realized that there is a big gap in the agricultural mechanization levels of China and the U.K. She joined DJI as a sales associate and also started a crop protection service team, helping farmers in her surrounding area.



### **End User: Da Wei**

Beginning with a single AGRAS drone, Mr. Da offered crop protection services in Heilongjiang, Xinjiang, Anhui, and Hainan. With just one drone, he was able to spray 2,000 ha of fields in one year and made a great profit. He has since expanded his business and now operates a team of three drones.



### **Emergency Crop Protection**

In 2017, Ningxia suffered from a devastating outbreak of corn armyworm, affecting 85,000 ha of fields. DJI organized 10 drone crop protection service teams, mobilizing close to 80 drones, and effectively stopping the spread of the worm.



# 大疆植保无人机应用广泛

## On various crops



# 2018年大疆农业成绩单

Beyond UAV, a network of Agriculture

大疆植保无人机保有量/  
Providing the most  
efficient & effective ag UAV  
at most affordable price

**20000+** 台



售后维修点  
Building local after sales  
store

**300+**

维修大师认证 **1000+** 人

线上培训参加人数超 **10万+** 人  
Training technician



推进就业，吸引返乡  
专业认证飞手：  
Empowering employment by  
training pilots

**14000+**

## 战略合作单位 Strategic partners



中國農業大學  
China Agricultural University







大疆农业



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