



PRESS RELEASE
For immediate release

World's first in drone video technology at the FAI World Drone Racing Championships

Shenzhen, China, 3 November 2018 – Today, for the very first time, drone racing fans got the chance to see in HD quality what the pilots were seeing as they raced live at the FAI World Drone Racing Championships in Shenzhen, China.

From today's knock out rounds until the Final, the top 64 competitors at the event will be racing with tiny digital cameras capable of capturing real-time HD - 1920 x 1080 - footage attached to their drones.

Developed by Chinese drone manufacturer DJI, the technology offers spectators a digital quality first person view (FPV) and was an immediate hit with the thousands of viewers of the Livestream on Facebook, YouTube and Chinese television.

"I like how you can have your own goggles in this," one Facebook viewer commented.

"Amazing track, amazing organisation and superb broadcast quality," another said.

The technology has also had a positive response from the pilots – none of whom have ever flown with it before.

"It could be the future," said USA pilot Kevin Mead. "It will definitely be good for people watching on TV."

Junior competitor Justin Meier, flying for Germany, agrees. "It does make the drone a little bit heavier, but it is exciting to be able to show what we see live for the first time," he said. "I hope it will help to bring drone racing to more people."

Australia's Thomas Bitmatta, meanwhile, hopes it could be the first step towards digital quality feeds for the pilots themselves.

"It will be amazing if it works well," he said. "I believe the plan is to eventually use it to replace our analogue feeds, which would be great as it would mean much higher quality images and less interference."

The broadcasters here in Shenzhen are also excited about the potential for creating more immersive content.

"Drone pilots need pretty much instant feedback, which is why they currently use analogue feeds," said Will Caddy of production company Lagardère.

"This technology should allow digital quality video to be useable much more quickly, which will make the coverage - and the sport - look much more professional."

About the 2018 FAI World Drone Racing Championships

A total of 128 pilots, including 44 juniors and 13 women, from 34 countries are in China for the first edition of this four-day competition running from November 1 - 4, 2018

The Championships will culminate with a Final on Sunday 4 November, followed by a Medal Ceremony at which the overall winner will be crowned the first ever FAI World Drone Racing Champion.

Gold, silver and bronze medals will be awarded in four categories: Overall; Women; Junior; and National Teams (consisting of up to five pilots).

The winners will also take home a share of the \$250,000 prize pot, with the Overall Champion claiming \$24,000.

FAI Global Technical Partner Noosphere is running the event management system and registering participants, as well as managing the website and online results.

Where to watch

Follow the race online on the dedicated competition website (faidroneworld2018.aero) and the FAI social media channels – from 1-4 November 2018.

Check out the livestream:

- Sunday 4 Nov 2018 (semi-finals and finals): 5pm-7.30pm local time / 10am-12.30pm Central European Time

Watch it at: www.facebook.com/drones.fai or www.youtube.com/airsportschannel or <http://sports.qq.com/droneracing>

Notes for editors

FAI logo: bit.ly/FAI_logo

FAI World Drone Racing Championships:

- Logo: bit.ly/droneschps2018-logo
- Website: www.faidroneworld2018.aero
- Pictures:
 - <https://bit.ly/2FdJnyX>
 - <https://bit.ly/2P5UHRX>
 - <https://bit.ly/2OmSY5g>

FAI media channels dedicated to Drones

- www.facebook.com/drones.fai
- www.twitter.com/drones_fai
- www.instagram.com/drones.fai

About FAI

FAI, the World Air Sports Federation (www.fai.org), is the world governing body for air sports and for certifying world aviation and space records. The FAI was founded in 1905 and is a non-governmental and non-profit-making organisation recognised by the International Olympic Committee (IOC).

FAI activities include Aerobatics, Aeromodelling, Airships, Amateur-Built and Experimental Aircraft, Balloons, Drones, Gliding, Hang Gliding, Helicopters, Manpowered Flying, Microlights, Parachuting, Paragliding, Paramotors, Power Flying and all other Aeronautic activities and Space records.

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