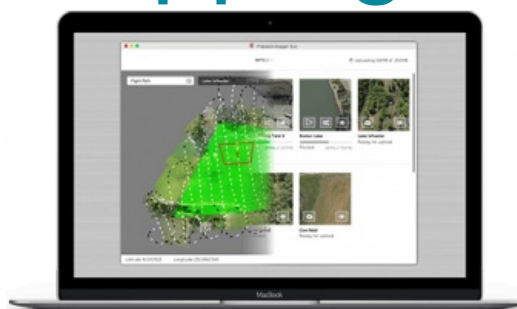


PrecisionHawk Opens Free Access to Software for UAV Mapping



[PrecisionHawk](#), a leading commercial UAV and data company, has opened access to its professional mapping and analytics software, [PrecisionMapper](#), for free. By eliminating the cost barrier, the company gives operators the flexibility to bring their own drone and consistently generate value from aerial information.

UAVs have the potential to capture more high-resolution data than any other technology, but PrecisionHawk believes that drones are being under-utilised because of the cost barriers around processing, analytics and storage, said CEO Michael Chasen. Users should be able to walk into any store, buy a drone and use that drone to generate business insights for free.

Xponential

PrecisionHawk announced the launch of the free version of PrecisionMapper at [Xponential](#), the AUVSI Unmanned Systems conference. The company believe that this move allows more innovation from more people, Chasen continued. PrecisionHawk has gained a lot from the advanced thinking of this community, and this is their way of giving back.

By providing this software for free, PrecisionHawk is giving UAV operators with visual cameras the capability to explore the financial value of aerial data in any industry and is encouraging further use and adoption of drone technology.

Complete map

Operators can upload imagery collected from a drone to PrecisionMapper. Using GPS information embedded within images, the software automatically stitches together a complete map, viewable in both 2D and 3D. Free users of PrecisionMapper can create up to 60 surveys a year without resolution or export limits.

In addition, users can add ground control points and access free analysis tools for construction, agriculture, insurance, and energy including volume calculations, 3D models, contour maps and multiple crop health indices, including visual-NDVI.

When professionals have the opportunity to get hands-on experience with PrecisionMapper, they will be able to better understand the power of aerial data and how it can be best incorporated into their existing businesses, Chasen concluded.

For more information, or to create a free account and start using PrecisionMapper, please visit precisionhawk.com/precisionmapper.