



Ford Targets Drone-to-Vehicle Technology to Improve Emergency Services, Commercial Business Efficiency

- Ford and drone-maker DJI drive innovation in smart drone-to-vehicle software with DJI Developer Challenge
- DJI Developer Challenge designed to create a rapidly deployable surveying system for use by the United Nations in emergency zones; future applications could include agriculture, forestry, construction, bridge inspection and other work
- These types of mobility innovations are part of Ford Smart Mobility, the plan to take Ford to the next level in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics

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Las Vegas, Jan. 5, 2016 – Ford and DJI are imagining a world in which vehicles and drones become more capable and efficient working together, and are announcing a challenge to develop the software to make that possible.

Working with DJI, the world leader in professional-grade drone systems and software, Ford invites innovators to participate in the [DJI Developer Challenge](#) to create drone-to-vehicle communications using Ford SYNC[®] AppLink or OpenXC. The goal is a surveying system for the United Nations Development Program to inspect emergency zones inaccessible to even the most versatile vehicles.

The technology could allow United Nations first responders to earthquakes or tsunamis to quickly deploy drones able to survey and map hardest-hit areas – all from the cab of an F-150.

“At Ford, we are driving innovation in every part of our business to help make people’s lives better,” said Ken Washington, Ford vice president, Research and Advanced Engineering. “Working with DJI and the United Nations, there is an opportunity to make a big difference with vehicles and drones working together for a common good.”

Applicants to the surveying system challenge can visit <http://developer.dji.com/challenge2016>. The challenge winner receives \$100,000.

The mobility challenge is part of Ford Smart Mobility, the plan to take the company to the next level in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics.

Ford F-150 serves as drone base station

Developers are tasked with creating software that would allow an F-150 and a drone to communicate in real time. The United Nations’ rapidly deployable surveying system ideally would work like this:

In a disaster, an emergency response team would drive an F-150 as far as possible into an emergency zone caused by an earthquake or tsunami.

Using the Ford SYNC[®] 3 touch screen, the driver could identify a target area and launch a drone by accessing an app projected through Ford SYNC AppLink. The drone would follow a flight path over the zone, capturing video and creating a map of survivors with associated close-up pictures of each.

Using the driver's smartphone, the F-150 would establish a real-time link between the drone, the truck and the cloud, so vehicle data can be shared. Data will be relayed to the drone so the driver can continue to a new destination, and the drone will catch up and dock with the truck.

Developers will be able to use vehicle data available through SYNC AppLink or the OpenXC platform to create a seamless drone-to-vehicle communications experience.

Though this challenge has a specific mission, the software eventually could allow drone-to-vehicle applications in agriculture, forestry, construction, bridge inspection, search and rescue, and many other work environments in which vehicles are space-, height- or terrain-limited.

Ford Developer Program

This developed challenge for drone software is just the latest example of how Ford is driving innovation through its [Ford Developer Program](#), launched at the CES in 2013.

By leveraging Ford AppLink and OpenXC, the company is inviting developers from across the globe to innovate with Ford in the automotive industry's first end-to-end developer ecosystem.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at corporate.ford.com.