



# DRONE SHOWS IN 10 STEPS

**HERE'S HOW WE MAKE YOUR SKY OUR CANVAS**

Putting together an awe-inspiring outdoor drone show is not easy, but we've done it so many times before that we've gotten it down to a science. Here's a guide on how we do it, so you'll know exactly what to expect as we go through the process together.

## 1. COMMIT TO AWE-INSPIRING ENTERTAINMENT THAT WILL MAKE YOUR AUDIENCE SAY 'WOW'!

Just think about it: dozens of large, colorful, luminous 'stars' in the sky illustrating the story you want to tell. They can be seen anywhere from 50 to 600 meters (55 to 650 yards) away and enjoyed by thousands of spectators at the same time. It's where art meets technology, and it's awe-inspiring. Plus, think of all the amazing social media attention your event will get thanks to thousands of pictures and posts people will share with their friends!

## 2. GET IN TOUCH WITH US SO WE CAN BRING YOUR IDEA TO LIFE

Contact us – the sooner the better. The ideal time for booking a drone light show is typically three months prior to your outdoor event, however, the earlier we hear about your plans the more likely it is we can create what you're looking for.

## 3. SHARE SOME BASIC INFORMATION SO WE CAN TAILOR OUR IDEA TO YOUR NEEDS

Here's what we need to know about your outdoor event:

- *The date*
- *The location* – keep in mind that we'll need a flat take-off and landing area, and the flight path will have to be clear. We fly over water, but not over people or expensive cars! Eventually, we'll ask you for photos and GPS coordinates of the proposed site.
- *Permission to fly drones in the proposed area* – you should check with your local authority if drone operation is permitted at your planned venue. At this stage, details are not important. Just find out what local the requirements are for organizing a drone show.
- *Initial content ideas or concepts* – you may already have ideas of what you'd like to see: a feeling, some music, a key message or some basic symbols or characters – anything that will make this your show!

Keep in mind that our shows usually last between five and 12 minutes – depending on the temperature, flight distance, number of drones – and we can do about one formation per minute, on average.

## 4. GIVE US FEEDBACK ON OUR PROPOSAL

Once you've given us the basics, we'll send you a proposal that includes a price, some creative concepts, and a selection of our proposed 'building blocks' – multi-drone formations, 3D dynamic formations, drone-launched fireworks, drone light painting and human-drone interaction.

We'll also estimate additional costs like transportation of our equipment, travel and accommodation of our crew etc. so there are no surprises later.

You can then share your feedback, we can answer your questions and we can get to a 'yes' together!

## 5. BOOK YOUR DRONE LIGHT SHOW

Once we have agreed on all the terms, you'll send us an order confirmation, so we can get started on delivering your personalized drone light show. You should plan on sending us half of our total fee on booking and paying the remainder after we have delivered your drone light show.

## 6. GET CREATIVE ON YOUR DRONE SHOW CONTENT

We will start producing the drone show formations using our proprietary Sky Brush technology to create computer-generated visuals of our plans. You're welcome to get involved in the creative development, but like in any such process, there'll be some back-and-forth before we get to exactly the right solution. Once we get there, however, we guarantee you'll be as excited as we are with the result.

## 7. ARRANGE FOR THE LOCAL PERMISSION AND INSURANCE

While we're bringing the creative ideas to life, you'll need to arrange for the local flight permission and book the necessary insurance. We'll make sure you ask all the right questions and help actively guide you through the process, but this is the one thing that you will need to arrange yourself as the terms and conditions vary greatly from country to country and this requires local administrative support.

## 8. SEE WHAT YOUR DRONE SHOW LOOKS LIKE IN REAL LIFE

Once all the pieces have come together, we will test fly the entire drone show near our headquarters and make any final adjustments. You are welcome to see the test in person, but if this is not an option, we'll send you the video footage so you can see your ideas come to life.

## 9. WAIT FOR US (AND OUR DRONES) TO ARRIVE

We will pack our equipment, and travel with our production team to the venue a few days before the Big Day so we can test the show on site and finalize all the technical details.

## 10. SIT BACK AND ENJOY THE SHOW

Thanks to our careful planning everything will go smoothly. Your audience will be amazed by a fascinating show that brings your story to life right before their very eyes. You celebrate your success and start thinking about the next magnificent event that we will make happen together!

