American Drone Expert Heads to Denmark to Advance UAS Technology

Brad Beach cites local expertise and growing EU interest, will speak at RoboBusiness Europe.

By Marianne Andersen and Ashley Lindhard, RoboBusiness Europe

“Each country is [taking into account what the overall EU framework](http://www.roboticsbusinessreview.com/article/u.k._could_follow_international_approach_to_drone_rules) is going to be in the future,” explains Beach. “This is important, as it will allow the industry to thrive not only in that particular country, but in the entire EU as they move across borders and open up the entire marketplace for Europe. This will make them more competitive with the U.S., for example, and drone manufacturers in China, Israel, and Japan.”

In Denmark specifically, Beach is pleased by the pragmatic and sensible approach the government is taking. “They [government officials] are looking to enact regulations that are balanced between industry and technology, as well as the safety for the public.”

Currently, the major players involved with drones in Denmark are mostly smaller companies. Take, for instance, [Sky-Watch](http://sky-watch.dk/), which [has now partnered](http://boeing.mediaroom.com/2014-09-15-Boeing-to-Explore-Assisting-Sky-Watch-on-Danish-Unmanned-Aerial-Vehicle-Development-Project) with [the Boeing Co.](http://www.roboticsbusinessreview.com/company/boeing) and is experiencing rapid growth. Beach predicts that as regulations continue to be refined, a “drone ecosystem” will grow, and larger enterprises will become more involved.

**Growth areas for drones**

Another example of drone uses is in e-commerce, where major companies such as [DHL Express](http://www.dhl.com/en.html) and [Amazon.com Inc.](http://www.roboticsbusinessreview.com/company/amazon.com_inc) are investigating their potential. They are interested in [how drones could be used to deliver their goods](http://www.roboticstrends.com/article/amazon_drone_delivery_watch_how_prime_air_could_work) cheaply and efficiently.

Drone technology could lead to fewer vehicles on the road—a plus for environmental initiatives—and help retailers and [logistics providers push forward](http://www.roboticsbusinessreview.com/article/ups_helps_raise_22m_for_cyphy_works_drones) to their goal of getting goods to market faster.

Other areas with growth potential are [precision agriculture](http://www.roboticsbusinessreview.com/article/precision_agriculture_cultivates_demand_for_drones) and security. The mobile robots and their sensors enable farmers to monitor soil conditions or the health of crops. Combined with data analytics, information about specific livestock and plants could help farmers make smarter decisions.

In the security field, drones can continue to expand from military surveillance and forward projection and be implemented for things like emergency services and perimeter control.

The University of Southern Denmark is currently working on just such a project.

“We have a project right now with Energi Fyn in which we are [inspecting airport fences](http://www.sdu.dk/en/om_sdu/fakulteterne/teknik/nyt_fra_det_tekniske_fakultet/energifynmaj2015) and looking for breaks or holes,” Beach said. “This is something that’s going to be applicable in other places outside of Denmark as well—other airfields, for example, in which you are trying to inspect for the security of that installation.”

Drones are even being developed for use in environmental security purposes. “We are developing drones that are able to operate in the arctic and look at our changing environment and the effects of global climate change,” Beach said.

**Aerial robots take off**

The opportunities are vast, and the EU estimates that in the coming decade, drones will make up 10 percent of the total aviation market, amounting to 15 billion euros ($16.75 billion) per year. This is an area of robotics where the technical and commercial potential is exciting.

RoboBusiness Europe is excited to put the spotlight on this topic and for [Brad Beach](http://www.robobusiness.eu/rb/brad-beach/) to join us in informing and inspiring other industry professionals.

The conference this June will be a great opportunity for both those already working with unmanned systems and those interested in the field to learn more, network with others, and foster potential partnerships.

[RoboBusiness Europe](http://www.robobusiness.eu/rb/) and the [Nordic UAS Event](http://www.uastestcenter.com/nordic-uas-event-16) will be key conferences in 2016 to help further advance the reach and power of drones.

If you are interested in attending RoboBusiness Europe this June or being a sponsor/exhibitor, contact Marianne Andersen at [*ma@robobusiness.eu*](mailto:ma@robobusiness.eu) or visit [*www.robobusiness.eu*](http://www.robobusiness.eu/).