

Drone 101 Case Study

Educating UAV flyers Drone 101 Airbook



AirBooks

Interactive digital learning

Challenge

To enable safe growth of the New Zealand drone industry by providing a cost-effective, fun, interactive online course and encourage a thorough understanding of the Civil Aviation rules, flight planning and operations, meteorology and airspace.

Results

- ▶ Over 850 Drone 101 AirBooks have been sold.
- ▶ Airshare.co.nz has partnered with drone manufacturer Aeronavics and retailers PB Technologies and Ferntech to offer Drone 101 direct to their customers.

Feedback



“Drone 101 is perfect for new and seasoned drone operators wanting to learn about the legislations in New Zealand.”

Dr. Maria Pozza, Consultant lawyer and drone enthusiast

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The customer

Recreational and commercial drone flyers in New Zealand. Ranging from completely new flyers with no aviation knowledge, to commercial operators looking to get a clearer understanding of their responsibilities.

The situation

With increasing affordability and technology developments widening the application of drones, UAV industry growth is on the rise in New Zealand and globally. This resulted in a need for drone flyer training, particularly in regard to Civil Aviation rules which are not always widely understood.

AirBooks solution

Airways Training teamed up with airshare.co.nz to develop ‘Drone 101’ an online, interactive Airbook accessible on any device. Designed for drone operators who are often tech-savvy, AirBooks enable flyers to learn at their own pace, with content that caters to different learning styles by including: text, images, videos, audio etc.

The Drone 101 course covers helpful tips, Civil Aviation Rules and information about airspace, operations, flight preparation and planning. Drone 101 also includes useful checklists to guide drone flights from start to finish.

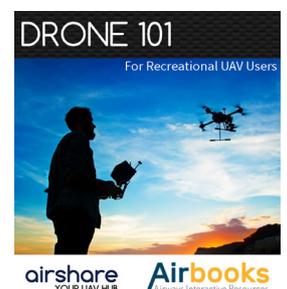
In addition, flyers can use the self-assessment tools within AirBooks to receive instant feedback on their understanding.

3

Drone 101 resellers offering the course

856

Drone 101 AirBooks sold



airshare
YOUR UAV HUB

Airbooks
Always Interactive Resources

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The value

Drone 101 contributes to a safer aviation environment by providing important information to support flying that doesn't create a hazard to other air traffic, people or property. Drone 101 supports reducing the risk of non-compliance and penalties by providing explanation of the different types of airspace in New Zealand, where drone operations are permitted, and Civil Aviation rules.

Drone 101 is available via www.airshare.co.nz, the drone hub of New Zealand. Airshare aims to educate, engage and enable drone flyers by providing safety and educational information, blogs and news, and access to controlled airspace via the My Flights tool.

Quick facts

Drone 101 includes:

- ▶ **UAV tips** – Test knowledge via multiple choice questionnaires.
- ▶ **Aviation and legislation** – Learn from in-depth information on flight safety, rules and regulations.
- ▶ **Flight planning and preparation** – Plan and prepare your drone flights and understand aeronautical charts.
- ▶ **Operations** – Understand useful information about owning and using a UAV including air traffic services, altimetry, meteorology, abnormal situations and more.
- ▶ **Checklists** – Use the interactive checklist to prepare for flying, checking equipment or logging flight details.

Airways has been providing aviation products and services for organisations throughout the world for more than 30 years.

With customers in Asia, the Middle East, Africa, the Pacific and North America, Airways is constantly improving training tools.



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