

GLOBAL OFFICES



ABOUT US

DJI has grown from a single small office in 2006 to a global workforce of over 5,000 employees today, with offices in China, the United States, Germany, the Netherlands, Japan and Hong Kong. DJI is headquartered in Shenzhen, a city widely considered as China's Silicon Valley, offering an abundance of young and creative talents as well as proximity to suppliers and raw materials. As a privately owned and operated company, DJI supports creative, commercial, and not-for-profit applications of aerial robotics and handheld gimbals.

DJI's technology empowers people to capture images that were previously out of reach. Our flying platforms and camera stabilization systems redefine perspectives and movement. Beautiful photos and videos, treasured personal memories, as well as high-end professional imagery are captured

every day, in every corner of the world, by DJI products.

We do this through an unparalleled commitment to R&D, a culture of constant innovation and curiosity, and a focus on transforming complex technology into easy-to-use devices. Building on the ethos of "form follows function," our products combine advanced technology with dynamic design.

Today, DJI's products are redefining the way we monitor, inspect, capture images and collect data, in a broad range of industries. DJI helps professionals in, for example, filmmaking, agriculture, conservation, search and rescue, energy and infrastructure accomplish their work safer, faster, and with greater efficiency than ever before.

COMPANY TIMELINE

- 2006** | DJI is founded.
- 2009** | DJI launches the XP 3.1 flight control system, its first milestone product.
- 2010** | DJI begins expanding its product lines, including its popular Ace One flight control system.
- 2011** | DJI expands to include multirotors and flight controllers.
- 2012** | DJI launches the Spreading Wings series for professional aerial photography and filmmaking. DJI also introduces the world's first high-performance, accessible quadcopter, the Phantom.
- 2013** | DJI continues developing technology for photographers and filmmakers, including the Zenmuse brushless gimbal series and the groundbreaking Phantom 2 Vision. The accessibility of these products leads to a global boom in aerial photography and filmmaking.
- 2014** | DJI creates the HD video transmission system Lightbridge and the incredibly powerful 3-axis handheld camera stabilizer, the Ronin. The DJI Phantom 2 Vision+ makes aerial filmmaking even more accessible and is used worldwide. DJI also introduces the Inspire 1, a truly first-of-its-kind product that easily fits into the toolbox of professionals across a variety of industries while still being able to capture outstanding images for creative and hobby use. At the same time, the DJI SDK helps developers to create customized flight apps, unleashing possibilities for flight platforms that were never possible before.
- 2015** | DJI launches the Phantom 3 series, adding an unprecedented level of power to the world's most popular flying camera. The release of the lighter, more compact Ronin-M handheld gimbal brings greater flexibility to film-makers around the world. To inspire new innovations, the Matrice 100, the first platform especially built for development, and DJI Guidance, an intelligent visual sensing system, are released. DJI introduces two new camera systems, the Zenmuse X5 series, the world's first aerial M4/3 cameras and the Osmo, a handheld gimbal. Further, DJI launches its first agricultural aerial system – the DJI Agras 1MG-1, to make crop spraying safer and more efficient.
- 2016** | DJI launches the Phantom 4 with Obstacle Sensing System and autonomous flight modes, heralding the start of machine learning by consumer quadcopters.

Our Philosophy

At our core, we focus on pursuing projects that represent the best and most innovative ideas on the market. We firmly believe that our creativity and high quality will attract the best talent and inspire a new generation of thinkers.

For all our partnerships, we seek out those with a vision for developing something completely new. Together, we develop the best and most creative tools to innovators and explorers around the world.