

## FOR IMMEDIATE RELEASE

### **BZ Media and Skylogic Research Release “5 Valuable Lessons Learned About Drones in Agriculture”**

*In-depth report dives into strategies and concerns of firms adopting the use of commercial drones for precision agriculture*

**MELVILLE, N.Y., April 6, 2017** — [BZ Media LLC](#) announced today the second in a series of critical examinations of important trends and strategies in vertical commercial drone markets, “5 Valuable Lessons Learned About Drones in Agriculture.” The free report was commissioned by BZ Media and written and produced by Skylogic Research.

The white paper can be accessed here: <http://bit.ly/AgriculturePartners>

“A rising number of software vendors are targeting the agriculture space with increasingly useful solutions. And a new generation of drones is delivering much needed functionality,” said Colin Snow, CEO and Founder of Skylogic Research, LLC. “This paper offers what agronomists and crop specialists have learned about what works and what doesn’t and discusses what’s next for this industry.”

“To meet demand, we’ve added a special enterprise track for agriculture to the InterDrone 2017 program,” said Conference Chairman Ted Bahr, “and we had to add an extra exhibit hall to fit the growing number of enterprise vendors in the commercial drone space. Attendance for InterDrone 2017 is running 11 weeks ahead of last year,” said Bahr.

InterDrone is the world’s largest event dedicated to commercial drones and expects to host more than 4,000 commercial drone buyers and flyers who will learn at more than 125 sessions. More than 185 exhibitors will be showing the latest drones and related technology in the three-day exposition. InterDrone 2017 is an Emerald Expositions event being produced and managed by BZ Media.

Registration for InterDrone is now open at [www.InterDrone.com](http://www.InterDrone.com). For information on exhibiting or event sponsorships, please contact Ted Bahr at [ted@bzmedia.com](mailto:ted@bzmedia.com) or +1 631-421-4158 x101.

#### **ABOUT BZ MEDIA**

[BZ Media LLC](#) is a 17 year-old high-tech media company producing industry-leading technical conferences and expositions and [SD Times](#), the leading magazine for the software development industry.

#### **ABOUT SKYLOGIC RESEARCH**

[Skylogic Research, LLC](#) is a research, content, and advisory services firm supporting all participants in the commercial unmanned aircraft systems (UAS) industry.

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