



اَوْنِيُوْزِ سَيِّتِي تِي كُونُوْ لُو كِي مَارَا  
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MARA



# COMPANY ANALYSIS

**SZ DJI Technology Co., Ltd**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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## EXECUTIVE SUMMARY

SZ DJI Technology Co., Ltd is a company that specialises in the manufacture of photography and videography technology. In this company research, the smartphone stabiliser, also known as smartphone gimbal, manufactured by SZ DJI Technology Co., Ltd will be investigated, described, and analysed, as well as their current problems and solutions.

The first problem regarding this DJI Osmo Mobile 3 stabiliser is sometimes the gimbal lost track of objects in tracking mode. As we know, this technology of tracking things has been developed and improvised day by day. But not all technology is perfect. The active tracking feature isn't 100 per cent reliable though. It's smart, in that you can just draw a square around an object on the screen and it'll automatically keep that person/object in centre of the shot (or at least ensure it's as well framed as possible). This is great when the subject is still, but once you're trying to track a moving object it's not quite as consistent. The trouble only tends to come when you're tracking a person. You draw a square around a human facing you, and it'll automatically hold focus on the face, regardless of how big a square you draw on them. It then seems to track the face, rather than the entire body, which is great when the person is facing you, but if they turn away it can lose track. Sometimes, if the person turns back and the face comes into view, it'll lock back on successfully. Other times, it doesn't. It just feels a little bit hit-and-miss in our use.

Aside from that, there are a few solutions to those problems primarily are do innovation, SZ DJI Technology Co., Ltd and alter their innovative technology (lock-and-track technology) with a new system that can lock their track from face only to full body track since nowadays more people making videography and vlogging using smartphones which is improvising their apps that can lock the track of an object or person so that the focus on user's smartphone camera. Beside that, they also have to make more tests and inspections on their tracking feature on person and object. The active tracking feature is genuinely good, however it can also lose tracking of a subject and fail to regain lock-on again once they're visible again so they have to make more tests and inspection in way to improvise their feature.

## 2.3 Products / Services

No.	Products	Services
1.	Flight systems controllers	DJI develops flight controllers intended for multi-rotor stabilization control of various platforms or heavy payloads in aerial photography. The A2 controller includes orientation, landing, and home return features. Products include GPS-compass receivers, LED indicators and Bluetooth connectivity
2.	Ronin camera stabilization	standalone ground-based camera platform developed for cinematography and aerial filmmaking in professional environments. It is built for professional videography and photography and targets the film industry. By using three individual motors, Ronin stabilizes when moving vigorously. Later models of the Ronin include the Ronin-M, Ronin 2, Ronin-S, and Ronin-SC
3.	Spark UAV	the Spark features a 12-megapixel camera stabilized mechanically by a 2-axis gimbal. The Spark also carries an advanced infrared 3D camera that helps the drone to detect obstacles in front of it, as well as facilitating hand-gesture control.
4.	Osmo camcoders	The Osmo is a camcorder developed by DJI. The camera uses a smartphone to view camera footage and can record 4K and take either 12–16 MP stills. The Osmo mobile relies on the user's smartphone as the camera. Most smartphones are accepted into the gimbal with a width range of 2.31–3.34 inch (58.6-84.8 mm).
5.	RoboMaster S1 educational robots	The RoboMasterS1 is a tank-like rover remotely controlled via Wi-Fi and an app on Microsoft Windows, Apple iOS and Google Android mobile devices. Designed to be an "advanced educational