



Aug 23, 2019 14:00 BST

## Media Update 23 August 2019



[Watch video on YouTube here](#)

### **Osmo Mobile 3, Foldable and Equipped with New Smart Features**

Building on a long tradition of creating class-leading gimbals for both aerial and ground purposes, DJI has launched Osmo Mobile 3, a portable and foldable mobile phone stabiliser that adds new smart features to the Osmo Mobile series.

Osmo Mobile 3 is the ideal lightweight companion for all of life's adventures. Users can capture ultra-steady video footage and unique content using intelligent features programmed into the latest version of the DJI Mimo app. An intuitive design meets functionality with Osmo Mobile 3, featuring simplified operation and adjustments.

Check out [this video](#) to learn more about all what you can do with the Osmo Mobile 3.



## **When Drones Help Firefighters: Interview with Eric Rodriguez, a Pioneer in Southern France**

As part of a series of interviews on drone pilots using the technology in sectors such as public safety, search and rescue and many more, DJI introduces Eric Rodriguez, a pioneer in the use of drones in firefighting in France. He is in charge of monitoring, research and innovation for the fire and rescue service of the Bouches du Rhône department in the Marseille area in the South of France (SDIS13 or Fire and Rescue Department Service 13). The unit he manages consists of 10 pilots and a dozen of drones for the general public and professionals.

He also represents Civil Security in the Civilian Drones Council, at the DGAC (the French civilian aviation authority), and he acts as an expert for the European Civil Protection Directorate (DG ECHO). He recently published a book promoting the use of drones in France. We interviewed him to hear more about his work and his vision for UAV technology.

The full interview on how Rodriguez deploys drone technology for firefighting is available [here](#) to share with your readers.



### **New Osmo Action Accessories Available Now**

DJI has recently announced the launch of the new Osmo Action accessories.

The new accessories are the Mounting Kit (19 EUR / 19 GBP) and the Floating Handle (19 EUR / 19 GBP). Both accessories are available on the [DJI Online Store](#).



## **Four Photographers along the Ganges River**

Off to India to follow the Kumbh Mela, a Hindu pilgrimage that attracts over 100 million people to central India to bathe in the Ganges River, four photographers set out to document this cultural journey through their own eyes and individual photography styles. All hailing from the United States with a mixture of cinematographic, documentary, travel and street photography backgrounds, Gabriel Flores, Joe Greer, Jeremy Snell, and Dan Tom, in collaboration with Kamalan, a cultural agency, were all bound by their love for Indian culture, a spirit for adventure, and X1D-50c cameras as their artistic tools for capturing their unique perspectives.

Their singular photos can be shared with your readers by directing them to the [Hasselblad official website](#).

If you would like any further information please contact:  
[Ida.Gustafsson@hasselblad.com](mailto:Ida.Gustafsson@hasselblad.com)

---

DJI is a global leader in developing and manufacturing civilian drones and aerial imaging technology for personal and professional use. DJI was founded

and is run by people with a passion for remote-controlled helicopters and experts in flight-control technology and camera stabilization. The company is dedicated to making aerial photography and filmmaking equipment and platforms more accessible, reliable and easier to use for creators and innovators around the world. DJI's global operations currently span across the Americas, Europe and Asia, and its revolutionary products and solutions have been chosen by customers in over 100 countries for applications in filmmaking, construction, emergency response, agriculture, conservation and many other industries.

**For more information, visit our:**

Website: [www.dji.com](http://www.dji.com) #DronesForGood Initiative:

<http://citizenship.dji.com/drones-for-good> Online Store:

[store.dji.com](http://store.dji.com) Facebook: [www.facebook.com/DJI](http://www.facebook.com/DJI) Instagram:

[www.instagram.com/DJIGlobal](http://www.instagram.com/DJIGlobal) Twitter: [www.twitter.com/DJIGlobal](http://www.twitter.com/DJIGlobal) LinkedIn:

[www.linkedin.com/company/dji](http://www.linkedin.com/company/dji) Subscribe to our YouTube Channel:

[www.youtube.com/DJI](http://www.youtube.com/DJI)