



INTERNATIONAL FEDERATION OF SPORT CLIMBING  
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*DJI Announces Partnership with International Federation of Sport Climbing (IFSC)*

## **World's Premier Sport Climbing Federation Adopts Drones to Capture Climbers from a New Perspective**

DJI partners with International Federation of Sport Climbing for Sport Climbing World Cups and World Youth Championships

Frankfurt, 3 July – DJI, the leading creator of aerial imaging technology, today announced that it will partner with the International Federation of Sport Climbing (IFSC) to provide aerial imaging at its upcoming international events.

IFSC will use the DJI Inspire 1 and Spreading Wings S1000+ aerial systems to capture unique video content and to live stream aerial shots of their 2 World Cup events in Chamonix and Munich and their World Youth Championships in Arco around Europe.

“This will be the first time that IFSC uses aerial imaging technology (‘drones’) for their international climbing events,” said Martin Brandenburg, Marketing Director of Europe at DJI. “These unique shots will provide viewers with a remarkable perspective on the technical skills used by top climbers as they compete in the most prestigious sport climbing events in the world.”

In addition to providing unique filming capabilities of the races, DJI will be on-site at IFSC's World Cups and World Youth Championships providing demonstrations to amateur climbers to show how they can use aerial technology to capture their climbs and to help them train.

The key events that DJI will attend include –

- Chamonix Lead & Speed World Cup 10-12 July
- Munich Boulder World Cup 14-15 August
- Arco World Youth Championships 28 August - 06 September

Each aerial platform used at these events will feature special parachutes for the safety of spectators and will be operated by professional pilots following strict safety and security requirements set by IFSC.

“The IFSC is very pleased and honored to collaborate with DJI, a leading company in aerial imaging technology. This partnership will allow us to significantly increase the quality of our images and propose breathtaking events to our worldwide climbing community. Climbing higher is a symbol that inspires each and everyone's



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imagination. Sport Climbing means reaching the top and is a very powerful experience, physically, mentally and socially”, says Anne Fuynel, IFSC Director of Marketing & Communications.

#### **About DJI**

DJI is a global leader in developing and manufacturing innovative camera technology for commercial and recreational 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 more reliable and easier to use for creators and innovators around the world. DJI’s global operations currently span North America, Europe and Asia, and its revolutionary products and solutions have been chosen by customers in over 100 countries; for applications in film, advertising, construction, firefighting, farming, and many other industries.

#### **About IFSC**

The IFSC is an international non-governmental non-profit organization whose main objectives are the direction, regulation, promotion, development and furtherance of climbing competitions around the world. The IFSC is a member of ARISF, SportAccord and IWGA, and is officially recognized by the IOC. In recent years, climbing has truly become a popular sport, not least because of numerous climbing gyms: more and more athletes are attracted by vertical challenges, both indoor and outdoor, and the trend continues. For a very good reason: climbing does not only train most of our 656 muscles, it challenges the mind, too.

For more information, visit DJI online: [www.dji.com](http://www.dji.com)

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#### VIDEOS

YouTube: <http://www.youtube.com/ifscchannel>

#### PHOTOS

For a selection of photos available shortly after each event, please visit the Photo Gallery on [www.ifsc-climbing.org](http://www.ifsc-climbing.org)

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