

Phase One launches Smart Focus Feature for increased robustness and productivity for P3 customers

August 17th, 2022, Phase One, a pioneering provider of professional aerial cameras, today announced the launch of P3 Smart Focus. The new Smart Focus Features addresses key challenges where contrast-based focus fails to deliver robust and consistent results. The features are purpose-built for the inspection of complex high volume industrial assets such as wind turbines or power towers.

“With our new Smart Focus Features we are providing our customers with a unique capability that ensures that all the data is captured every time,” said Michael Messerschmidt, Portfolio Director - Drones/UAVs. “High data quality in complex operating environments are business critical for most of our customers who inspect remote or inaccessible assets where re-flying a mission is not always an option.”

All features are based on the P3’s 100Mp medium format sensor, high quality AF lens range and the integrated laser based focusing system. The superior performance is delivered by: Increasing focusing robustness in low contrast environments and increasing focusing consistency when complex assets with small surface area

One of the key features in the Smart Focus Feature is advanced focus bracketing. The feature should be used when there is a need to inspect many deep and complex assets with several details in areas that are remote or inaccessible making re-flying very costly. A unique feature that will empower customers to get more effective flight time as the operator only positions the UAV once per image sequence. Another reason to use Focus bracketing is that it makes it easier to scale an inspection mission as the feature increase consistency regardless of the skill level of the pilot. The feature will also help to increase automatization as the need for a human in loop for quality assurance is dramatically reduced.

Another key feature is the advanced focus limit control. A feature that allows users to set the minimum and maximum range that the lens will focus on. This feature can be used to reduce the chance of images being out of focus even in complex scenario such as capturing wind turbine tips, to facilitate enhanced mission automatization with mission planning software, to make it easier for new pilots to capture high quality data, to increase output consistency and to reduce the chance of needing to re-fly mission – especially in inaccessible or remote locations

More details on the Phase One P3 Smart Focus Feature are available [here](#)

Get a live demo at Commercial UAV Expo, booth #506

Phase One will be exhibiting at the Commercial UAV Expo, the world's leading commercial drone trade show and conference in Las Vegas from 6-8 September 2022. At their booth #506, Phase One will be giving live demos of their newly launched Smart Focus features for their P3 camera. A 100MP camera recognized for capturing the finest details from the furthest distance.

About Phase One (www.phaseone.com)

Phase One—a pioneer of digital imaging sensors and airborne systems for the Geo market and the largest provider of aerial cameras based on a long tradition for outstanding image quality and reliable sensors. Founded in 1993, Phase One is a pioneer of digital photography. Phase One has developed core imaging technologies and a range of digital cameras and imaging modules, providing the world's highest image quality in terms of resolution, dynamic range, color fidelity and geometric accuracy. As such, Phase One has grown to become the leading provider of high-end imaging technology across many demanding business segments, such as aerial mapping, industrial inspection and cultural heritage digitization, as well as serving the world's most demanding photographers.

www.phaseone.com