



# Entrepreneurship

Emad Aldeen barham , Abdel Abu Fara  
Mohammad Alqasem ,Khaled Al Zubadi

**ABOUT**

# **DJI RONIN-S**

**What is the Ronin for?**

**Developed for the filmmaking professional, the Ronin is a 3-axis stabilization gimbal that can hold a wide variety of cameras, giving you smooth, stable, hand-held footage in most conditions.**



# What makes an Entrepreneur?

- **New idea**
- **Taking a Risk**
- **Financial Success**



# New Idea

Added video recording and focus pull support for Fujifilm XT3 cameras with supported X mount lenses using the Multi-Camera Control Cable (MCC-C). Requires Fujifilm XT3 firmware v3.1.0 or later. Note that the camera is unable to auto focus in video recording mode.

# New Idea

Added photo capture, video recording, autofocus, and focus pull support for Canon EOS 200D cameras with supported EF mount lenses using the Multi-Camera Control Cable (MCC-Mini). To use autofocus on the Canon EOS 200D, press halfway down on the gimbal's camera control button.

# New Idea

Added photo capture, video recording, autofocus, and focus pull support for Canon EOS M6 Mark II cameras with supported EF-M mount lenses using the Multi-Camera Control Cable (MCC-C). To use autofocus on the Canon EOS M6 Mark II, press halfway down on the camera control button of the gimbal.

# New Idea

Fixed issue: the Tethered Control Handle could not be used with the Command Unit. Fixed issue: camera settings failed to save after firmware updates when using the Infrared Camera Cable. Optimized UI of Create and Settings pages of Command Unit.

# New Idea

## Overview:

Date: 2020.01.09

Firmware: V2.2.1.10

Ronin App iOS: v1.2.8

Ronin App Android: v1.2.8

DJI Pro Assistant for Ronin (PC): v2.0.2

DJI Pro Assistant for Ronin (Mac): v2.0.2

User Manual: v1.2



# New Idea

## CAR RONIN

New patents released by DJI outline two new products that could be coming in 2020. The new patents include what looks to be an RC car designed to carry a gimbal and camera similar to the Freefly TERO. The other patent looks like a caged gimbal, possibly a smaller version of the DJI Ronin 2.

# New Idea

## CAR RONIN

DJI camera car and gimbal could be here soon, according to patents. The patents appeared on the Chinese patent system on December 10, 2019. Both patents came along with giveaway names. The patent name for the camera car is Vehicle and the name for the gimbal is Stabilizing Device and Handheld PTZ Device.

# New Idea

## **CAR RONIN**

Seven other patents were also made publicly available, outlining systems being used within the devices for descending, rate limiting, interface, augmented reality, and a trajectory generation. We currently don't have a release date for these patents, but imagine they will be coming in 2020 after the consumer-focused drones are released by DJI.

# New Idea

## CAR RONIN

First, let's take a look at the DJI camera car. It looks to be a standard RC car with four wheels that can rotate 360 degrees, for tighter maneuvering and better control. It looks to be using a battery similar to DJI Matrice drones. The wheels are separated from the camera section with arms that can move up and down, reducing movement in the camera.

# New Idea

## **CAR RONIN**

The camera is then placed on top of a platform with dampers on the bottom and shocks attached with arms to further remove vibrations. The attached camera looks to be from the Zenmuse family and is likely interchangeable with the Inspire drones. The height of the camera car can also be adjusted to better suit the different speeds the car is capable of.

# New Idea

## **CAR RONIN**

It would make sense for DJI to create a camera car, as they already create drones and gimbals. Adding a car to the lineup would allow professionals to stay within the DJI ecosystem. It would also allow professionals to use the same batteries, controllers, cameras, and lenses while letting DJI take a chunk of the market from companies like Freefly.

# New Idea

A lifting device for connecting a suspension mechanism and a chassis of a vehicle includes: a multi-link mechanism, a suspension, and a deformation driving mechanism; a first end of the multi-link mechanism is used to articulate with the chassis and the multi-link mechanism.

# New Idea

The second end of the link mechanism is used to articulate with the suspension mechanism; the first end of the suspension is used to articulate with the suspension mechanism, and the second end of the suspension is articulated with the multi-link mechanism, And the multi-link mechanism,



# New Idea

the suspension, and the suspension mechanism constitute a polygonal link structure; the deformation driving mechanism is drivingly connected to the multi-link mechanism, and is used to drive the multi-link mechanism to drive the multi-link mechanism The chassis moves up and down.

# New Idea

## **The newest RC Camera Car**

Uses: low-angle shooting, moving follow shooting (maximum speed of 80 km / h). on-road, off-road and other outdoor field use, can be used for micro-filming, film video recording, show TV program, wild animal video, advertising shooting, corporate videos, wedding photography, can also be used for security, engineering, inspection, monitoring, ground relief, ground detection, anti-terrorism, explosive ordnance disposal and other fields. The maximum load can reach 30-40 kg, it can carry goods.

# New Idea

Equipped with three-axis stabilization shooting together, you can make the position and angle of the camera is more flexible and diversified. During shooting, giving a super-smooth, stable images to enjoy.

Unique damping system helps eliminate vibration on the ground caused by the collision, and this means a low and steady and has many potential applications. There are not the problems about lack of space for other stabilizer caused by too tall.

# New Idea

4WD Version, four-wheel steering with easy handling and running smoothly, steering is very flexible, high level metal frame.

6WD Version, six-wheel steering and easy handling running smoothly, all-terrain vehicle steering is very flexible, high level metal frame.



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# Taking a Risk

Photographers who use Ronin while photographing with cars as a way to help them in the filming process. This type of photography will cost him a high-cost production company because they will rent a car and also an auxiliary person to hold the photographer for not falling and the driver driving the car

# Taking a Risk

Inability to photograph during the rain, which leads to damage the ronin during filming

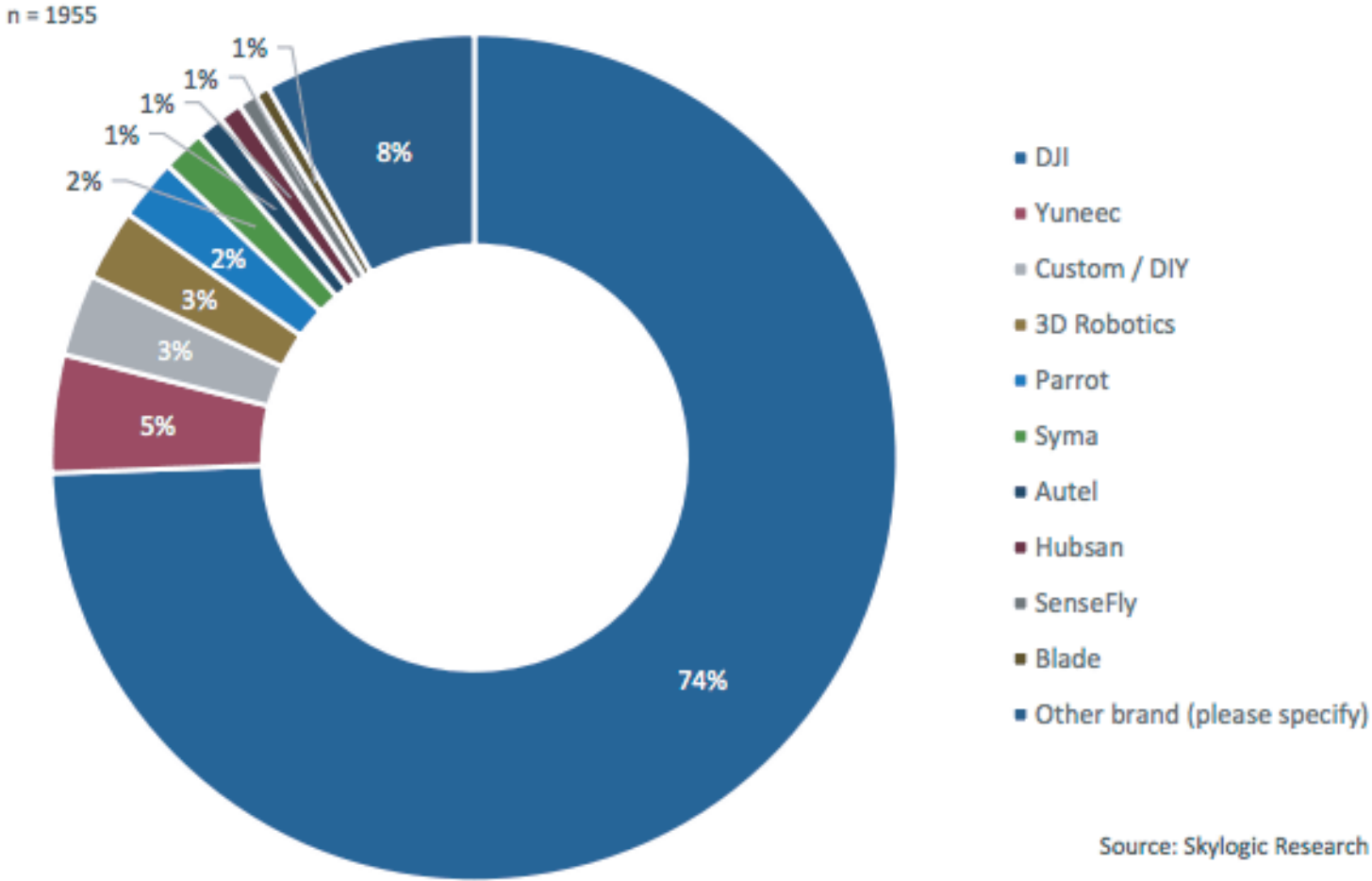
Also, it takes longer to shoot because of the restoration of the footage etc.

# Revenue

Revenue: USD 2.83 Billion) (2017)



# The percentage of the company control in the global market





# Thank you

**Any Question?**