

Organizational Research

Autel Robotics is a very young company, likely founded 7 months ago

Website: <https://www.autelrobotics.com>

Facebook Page: <https://www.facebook.com/autelrobotics/>

LinkedIn: [Autel Robotics](#)

Autel Intelligent Technology Co. **mobile Apps:**

Starlink (control your X-STAR or X-STAR Premium drone)

X-STAR (waypoint flight navigation, remote camera shooting, first person view (FPV) flight monitoring, flight configurations)

X-MEMO (works as a remote control of smart X-Memo camera, capture moments)

AutoLink100??? (vehicle diagnostics)

Offices: Bothel, WA

Size: 50 people?

Market share: no info

Revenue: private company, unknown

Main products: 2-3 drones, \$700 to \$900

Competitors: Autel is a young company, competes at leisure market, but not really an industrial player at the moment.

A lot of companies here, the biggest ones are DJI and 3DR.

See Appendix 1 for industry competition.

Support Contact Info:

E-mail: support@autelrobotics.com

Phone: (844)-692-8835

Live Chat: available on the website

Customer Service works 7 days/week, 8am-6pm

General Information about Autel and their drone products:

- Source: <http://www.mydronehub.com/dronedaily/autel-robotics-new-drone-manufacture-determined-to-make-an-impression/>
- Autel Robotics is a new drone manufacturer from China.
- Autel Robotics Co., Ltd is a subsidiary of Autel Intelligent Technology Co., Ltd, a company known for producing award winning diagnostic equipment.
- Autel founded Autel Robotics in 2014
- Autel's reported sales revenue in 2014 were \$60 million
- The X-Star 3 bears a striking resemblance to the DJI Phantom 3.
- The flight controller is proprietary and requires a companion app.
- Autel Robotics is targeting its unmanned aerial vehicle (Kestrel UAV) at the agriculture industry and comes with multispectral infrared sensors in order to monitor crops. Autel Robotics plans to launch the Kestrel UAV in March 2017 and it is likely to retail at between \$10,000-\$15,000.