

1. Record Nr.	UNINA9910298173803321
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Titolo	Drones and the Creative Industry [[electronic resource]] : Innovative Strategies for European SMEs // edited by Virginia Santamarina-Campos, Marival Segarra-Oña
Pubbl/distr/stampa	Cham, : Springer Nature, 2018 Cham : , : Springer International Publishing : , : Imprint : Springer, , 2018
ISBN	3-319-95261-7
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (X, 161 p. 58 illus., 53 illus. in color.)
Disciplina	658.514
Soggetti	Management Industrial management Digital media Small business Motion pictures Culture—Economic aspects Innovation/Technology Management Digital/New Media Small Business Film/TV Industry Cultural Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction to Drones & Technology Applied to the Creative Industry. AiRT Project: An Overview of the Main Results and Actions -- The Economic Impact of the Creative Industry in the European Union -- Creative Industries' Needs: A Latent Demand -- Financing Tech-Transfer and Innovation: An Application to the Creative Industries -- Successful Cases of the Use of Innovative Tools & Technology in the Creative Industries Field -- Storyboarding as a Means of Requirements Elicitation and User Interface Design: An Application to the Drones' Industry -- Usability and Experience of the Creative Industries through

Heuristic Evaluation of Flight Software for Mapping and Photogrammetry with Drones -- How a Cutting-Edge Technology Can Benefit the Creative Industries: The Positioning System at Work -- Indoor Drones for the Creative Industries: Distinctive Features/Opportunities in Safety Navigation -- The Relationship of the Industry with the Public Administration: Best Practices on Co-regulation for Training -- Innovative Strategies for the European SMEs. AiRT Project Main Remarks.

Sommario/riassunto

This open access, interdisciplinary book presents innovative strategies in the use of civil drones in the cultural and creative industry. Specially aimed at small and medium-sized enterprises (SMEs), the book offers valuable insights from the fields of marketing, engineering, arts and management. With contributions from experts representing varied interests throughout the creative industry, including academic researchers, software developers and engineers, it analyzes the needs of the creative industry when using civil drones both outdoors and indoors. The book also provides timely recommendations to the industry, as well as guidance for academics and policymakers.
