

To: MacArthur, CEO
From: Eric Lewis, Project Manager
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Subject: Feasibility of 2018 Winter Olympics Drone Light Show

A light show utilizing drones took place during the 2018 Winter Olympics' closing ceremonies. This spectacle left viewers in awe as they watched the drones form various 3D shapes in the sky.

► *Recommendation*

While the light show was impressive, it is not very feasible for many reasons:

- Drones are still an expensive technology. Drones capable of flying long enough for a drone light show are very expensive. These drones also must be able to carry and power a high intensity LED light. Both of these factors make drone light shows prohibitively expensive.
- Drone choreography is not a simple task. Many variables can get in the way of a drone light show. In addition, software also must be developed to manage the large amount of drones.
- Results are similar to a well designed fireworks show

► *Pros and Cons to Drone Light Shows*

Pros:

- Has only been used once
- More impressive than fireworks

Cons:

- Expensive
- Needs a lot of time to develop systems for and test
- Significantly more expensive than fireworks
- Hard to fix problems can develop due being under-utilized in the industry

► *Alternatives*

Many tried and true alternatives are available. Some of these alternatives are fireworks, water and light shows, and laser shows. Each of these being used extensively reduces costs and effort required to get results. Using one of these alternatives means both money and time can be saved.

► *Conclusion*

Currently, persuing a drone light show is a venture that is not worthwhile. Alternatives provide reliability with less expenses than drone light shows.