



Droning in on the latest photography tech

Sector:
Commercial Photography

Location:
West Bridgford

No of employees:
1

The Business

Robert Rathbone is a professional photojournalist with more than 20 years' experience with national newspapers, magazines and television in the UK.

He has been commissioned to cover assignments all over the world, from the Cricket World Cup in Australia, to the Bolshoi Ballet in Moscow.

He has worked as a stills photographer for TV productions and live theatre, including the production of studio style publicity images.

He is also a fully-qualified and CAA-certified commercial drone pilot.

Using the latest technology, he can shoot 4K and movie-quality footage and aerial stills for video and survey work, with permissions for night operations.

Robert has also joined the 'Drone Safe Register' since working with us.

The Support

Drone technology has developed rapidly over the past few years and as a specialist – and fully-qualified – provider of aerial filming, Robert wanted to invest in the latest equipment to enhance his offering to clients.

There are many affordable entry-level commercial drones on the marketplace, but he wanted to invest in a higher-end drone capable of capturing production-quality footage.

He accessed £2,000 of funding towards the purchase of an industry-leading DJI Inspire 2 Drone, which has enabled Robert to enhance his aerial filming capabilities.

The drone is equipped with a high-definition 5k camera, has slightly increased battery power which allows it to fly longer and is more stable, meaning the company can capture higher quality footage.

The Impact

Robert Rathbone said: "There are a lot of cheaper drones on the market and lots of companies which provide drone filming but don't necessarily have the right equipment, expertise and relevant authorisation from the CAA to deliver results.

"Few companies have the aesthetic skills and formal qualifications to get the best from the sky. Every shoot we undertake is planned and conducted with the utmost care, which enables us to fly with confidence on the day.

"The new drone gives me the capability to capture great footage, using the latest technology, on behalf of clients, which is what sets the business apart."

Find out more at:
www.robertrathbone.co.uk

Rushcliffe Borough Council supports the Rushcliffe Business Partnership and works closely with partners including East Midlands Chamber and the D2N2 Growth Hub to provide ongoing support to local businesses. For more information, visit www.rbpbusiness.org.uk

