

MOBILE

Twitter's patent for selfie drone creates opportunity for marketers

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Twitter enters the drone space

By [Brielle Jaekel](#)

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Twitter is tapping into the interest around drones and mobile video with a patent on an unmanned aerial device that takes photos and video, potentially opening an opportunity for marketers to further connect with fans.

A patent regarding the technology has been made public and speculation surrounding the device is abundant, with many believing the device will be controlled by tweeting at an account associated with the drone. If the technology does come to fruition, marketers will be able to fully connect with consumers, allowing brands to create a personal, image-centric experience for various purposes.

"I remember standing next to Shaq at CES early this year as he threw an Intel Nixie quadcopter cam across the hall," said Gary Schwartz, president and CEO of [Impact Mobile](#), New York. "There was no question then and now that wearables are key to expanding the selfie experience.

"And for Twitter's Periscope fiefdom it may be a crucial differentiator."

Twitter takes flight

The new device is thought to allow users on Twitter to command it by sharing messages to a specific linked account. The unmanned vehicle will be able to transmit photos and videos, and receive commands, according to a document released by the US Patent and Trademark Office.▫

Camera drones have become increasingly popular with consumers

The patent coincides with Twitter's earlier release of the application Periscope, which transmits a live broadcasting feed from users' smartphones. The device will live stream video in a card-type message.

Twitter's drone will allow location, camera orientation, camera subject, mounted lighting, a mounted display, a projector, speakers, and a detachable payload to be controlled by users. These features will allow for significant function in the device, meaning the quality is likely to be optimized.

The drone may include a display screen and a microphone to increase capability, alluding to the capability of interviews. This functionality can create a space for marketers to fully connect with followers on Twitter and provide interesting unique content, especially for those who quickly jump on board.▫

Periscope has also become a staple in consumer use

If the drone becomes a reality, marketers that feel the technology will fit well with their strategy should leverage it early to increase awareness while it is still new and unique, making it stand out to consumers.

Periscope up

Twitter's Periscope similarly opened the door for marketers with live stream video.

For instance, Nestl Butterfinger ramped up anticipation for its Super Bowl ad with an announcement on live-streaming application Periscope, roping in the help of professional skydiver Carson Schram ([see more](#)).

Dunkin' Donuts was the first marketer to partner with ESPN on new interactive Periscope content featuring the network's talent answering questions in real-time during Monday night football ([see more](#)).

"Hardware such as GoPro has historically driven adoption," Mr. Schwartz said. "Wearable quadcopters may be Twitter's edge to drive content into its channel moving forward."

Final Take

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