

# **zeo** Parrot

## Customer Spotlight

How Parrot Drones uses  
Zea for Clearer, Faster  
Technical Illustrations



Images and photos courtesy of Parrot Drones SAS

A leading drone manufacturer based in Paris, France, founded in 1994.

Manufacturer of professional drones for inspection, first responders, firefighters, search-and-rescue teams, security agencies and surveying.



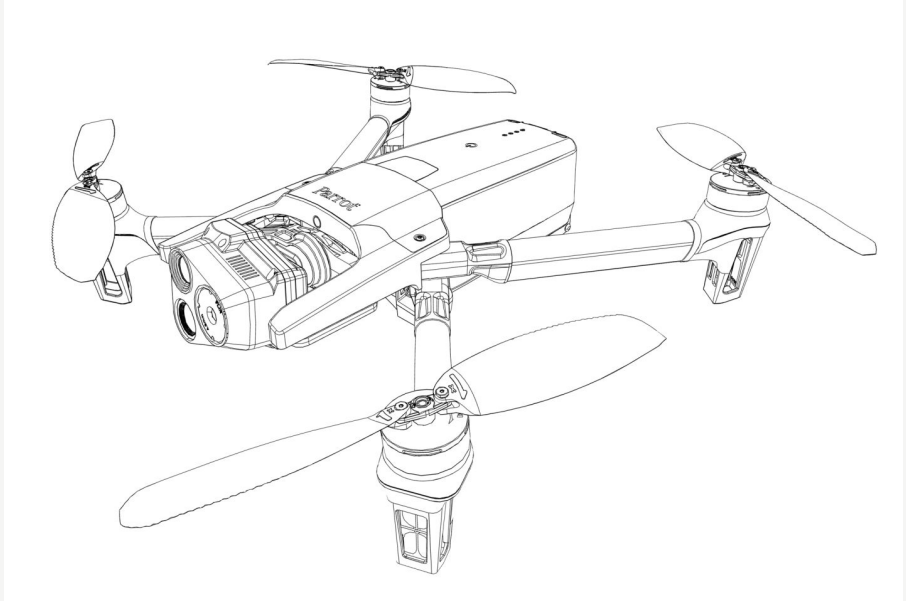
# The Challenge: Product illustrations for documentation



Originally, Parrot used marketing photography inserted into MS Word, and WordArt lines and text boxes as callouts. This was both time consuming and error-prone, especially for layout.

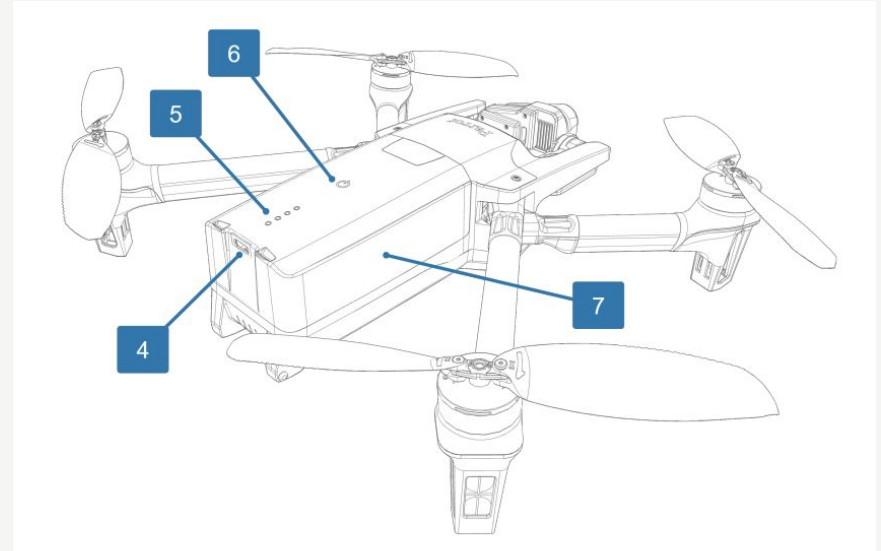
The impact of Zea was immediate:

“I uploaded our CAD files into Zea and immediately saw the difference. **Instead of messy photos, I could manipulate the CAD models, fold the drone’s arms, rotate propellers, and export clean wireframe images.**” – Neil Addison, Technical Writer at Parrot Drones



With Zea, Parrot could:

- Replace marketing photos with CAD-based wireframes that look consistent and professional.
- Add callouts directly in Zea, avoiding WordArt.
- Export high-resolution PNGs ready for publishing in their technical documentation software.
- Access the digital twin of each drone, even without a physical prototype.

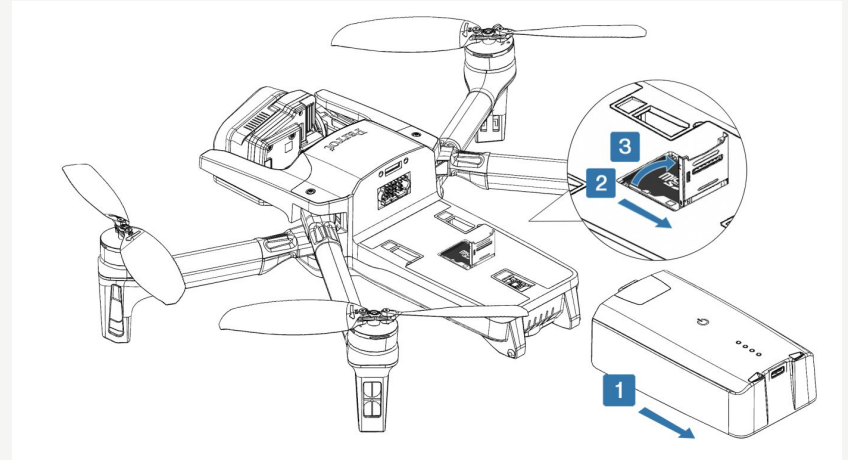


**"Sometimes a new hardware feature is added, and I don't have the physical drone yet. With Zea, I just open the CAD model and see exactly what the engineer is talking about."** *Neil Addison*

# The Results: Clearer Manuals and Faster Updates



- Cleaner, more professional manuals for end-users.
- Faster updates, without setting up photoshoots or redrawing diagrams.
- Translation-ready images, since callouts are separate from text.
- Efficiency for technical writers, who can now work directly with CAD instead of marketing photos.



**"It's just a much better way of working. The images are clearer, the callouts are easier to manage, and if we ever need translations, we're already set up for it."** *Neil Addison*

Documentation is part of the customer experience. Zea enables manufacturers to create beautiful, clean and clear 3D illustrations, delivering clarity and consistency across their product line.

For Neil and the team at Parrot, Zea has become a core part of their technical writing workflow.



**"For me, Zea is simple to use, the images come out clean, and it saves me from hours of manual work. It just works!"** Neil Addison



## Contact Us

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