

***"I use InTerra  
SmarTargets  
throughout all of my  
mapping projects —  
not one project, all  
of them.***

***I can hand my maps  
to a civil engineer or  
a surveyor with  
confidence."***



## **Drone615 with InTerra: Elevating Accuracy in Modern Mapping**

### **Seth Ford, Drone615**

When Seth Ford founded Drone615, he was not stepping into unfamiliar territory. After nearly a decade in the Marine Corps, he had served in roles that combined advanced drone systems, crewed aviation, and high-pressure decision-making environments. He saw firsthand how aerial insight could bring accurate and dependable information to industries that need to make informed decisions.

After transitioning out of the military, he recognized a growing need for drone services that could deliver both technical mapping and visual documentation at a professional standard. Accurate, trustworthy, and fast results were in high demand, which later led the creation of Drone615.

### **Aerial Solutions That Make an Impact**

With over 25 years of combined experience in commercial and military aviation, Drone615 has earned a strong reputation as a trusted, veteran-owned drone services provider for commercial, industrial, governmental, and agricultural clients. Based in Middle Tennessee, they offer aerial-derived topographic models and media-ready photo

and video packages for a variety of applications.

What truly makes Drone615 unique is how their services come together. Seth and his team complete numerous mapping projects each month, each with unique site conditions and requirements. The company blends engineering-level mapping precision with refined 4K media production, giving clients both the technical data and the visual clarity to communicate, plan, and take action.

## The Impact of InTerra SmarTarget®

Given the wide variety of projects Drone615 manages and the field conditions they face, Seth relies on tools that can provide consistent, survey-grade accuracy without slowing down his workflow. InTerra's SmarTarget® system has become an essential part of meeting that standard.

***“There are three things I’ve identified about InTerra SmarTarget: efficiency, error reduction, and high accuracy results.***

***They cut down field time significantly and don’t have the flaws RTK has.***

***They’re fantastic.”***

Before the use of digital technology, some of the biggest challenges in surveying came from human error and environmental factors. Soft or unstable ground could cause traditional survey poles to tilt or sink, creating elevation errors that often went unnoticed until processing. Even a small shift in height could impact an entire dataset, especially on projects that require detailed measurements or repeatable accuracy across multiple visits. Seth stated, “With InTerra, you set the receiver on top of the cloth target and it’s sitting directly on the ground, not sinking. Just the sheer design of it allows for more accurate results versus conventional methods.” He mentioned several key reasons why Drone615 uses SmarTarget®:

### 1. Significantly Faster Fieldwork

Traditional GCP workflows require leveling, stabilizing, re-checking positions, and adjusting for terrain. SmarTargets reduces time spent at each site, which becomes especially valuable when working multiple locations in a single day.

### 2. More Reliable Accuracy Through PPK

Seth uses PPK corrections on projects because it consistently delivers more dependable results than RTK across varied environments. He stated SmarTargets use of PPK as “the one that wins every single time,” underscoring the confidence it gives him in his final outputs.



### 3. A Repeatable Process Across Project Types

“It's very easy to put the receiver on the ground, set it, and forget it. It reduces field error, creates a faster file, and produces much more accurate results than traditional processes.” InTerra allows Drone615 to follow a consistent, repeatable process which is important for long-term, multi-phase work where results need to be consistent from one visit to the next.

***“SmarTargets  
reduce the error  
of the human in  
the field because  
the human can  
mess up - and  
typically do.”***



### The Path Forward for Drone Mapping

Seth believes the future of construction, land development, and environmental planning will rely heavily on drone mapping. The expectations for accurate aerial data are rising quickly, and teams are beginning to treat drones as a standard part of their workflow rather than an optional enhancement. As automation becomes more integrated, tools that reduce manual steps and remove opportunities for error will allow teams to scale their capabilities, increase safety, and reduce costs. SmarTarget® is supporting that shift by offering consistent and repeatable workflows that remove dependence on complex or fragile equipment.

To keep up with industry advances, Seth believes operators will need to stay educated and adaptable. Reliable and easy to use tools help make growth possible by allowing teams to produce defensible data without needing years of experience, giving users the ability to earn customers' trust. With technology like InTerra SmarTarget® supporting workflows, operators can move into the future of drone mapping with the same confidence and precision that Drone615 brings to every project.

Drone615 has quickly become a leading provider of high-accuracy aerial mapping, combining precise data with clear, actionable visuals that support confident decision-making. With InTerra's SmarTarget® system integrated into its operations, Drone615 is meeting expectations today and preparing for the future of aerial surveying. Their commitment to accuracy and efficiency proves their success in the evolving landscape of drone-enabled project intelligence.



## **Seth Ford, Owner/Principal Pilot**

Website: [www.drone615.net](http://www.drone615.net)

Phone: (615) 926-4029

Email: [sales@drone615.net](mailto:sales@drone615.net)

Arrington, TN, 37014

### **About Drone615**

At Drone615, we are committed to offering exceptional drone imagery services. Our goal is to capture stunning visuals that enhance your projects and reflect your vision. With over 25 years of combined experience in commercial and military aviation, we lead the industry with innovation, expertise, and performance. We're the "first call" for aerial project management. Drone615 provides aerial-derived topographic models and media-ready photo and video packages for a wide variety of applications, clients, and industries. Discover how we can help elevate your business.

### **About InTerra**

InTerra™ is dedicated to developing cutting-edge surveying solutions that simplify workflows, improve accuracy, and accelerate information delivery. With products like SmarTarget and Datum, InTerra™ is setting a new standard for precision and efficiency in drone mapping and construction. Learn more at [InTerra](http://InTerra).