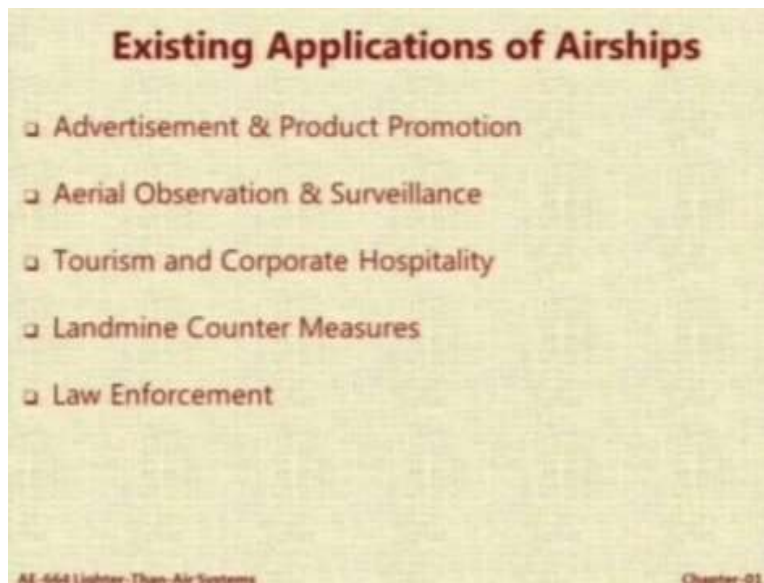


Lighter than Air Systems
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Module No # 02
Lecture No # 06
Application of Airships

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So let us have a look at some of the applications which have already been attempted these are not what can be done. But what which has already been done and kind of order of extent of usage?

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So, the most fundamental and relevant usage of airships is for advertisements or product promotion. So you simply use the large size of the envelope to communicate a message or a brand and when it flies slowly unobtrusively you cannot but observe it. Airships flying over cities with messages or with logos have been found to be one of the most effective ways of producing or promoting a brand.

For example the 2 famous airships that we all know about are the Good Year airship or the Good Year blimp as it is called and the Fuji film blimp. You will find small models of this hanging below you know outside the shops of many photographic studios because they have promoted the brand to a large extent. So all they do is simply fly all over the world at various places with the logo of the company.

It is said that the Good Year contract or the Fuji contract I do not remember which one has been record breaking promotion which is continuing uninterrupted since early seventies using airships. One of the records are longest advertisement contract which has been renewed every year because of its global reach. Similarly when you want to announce a new product or any other thing you can use airships to promote it.

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The other application which has found favor at many places is aerial observation. These pictures shows a company which uses airships for aerial sightseeing over Las Vegas. Similarly there are

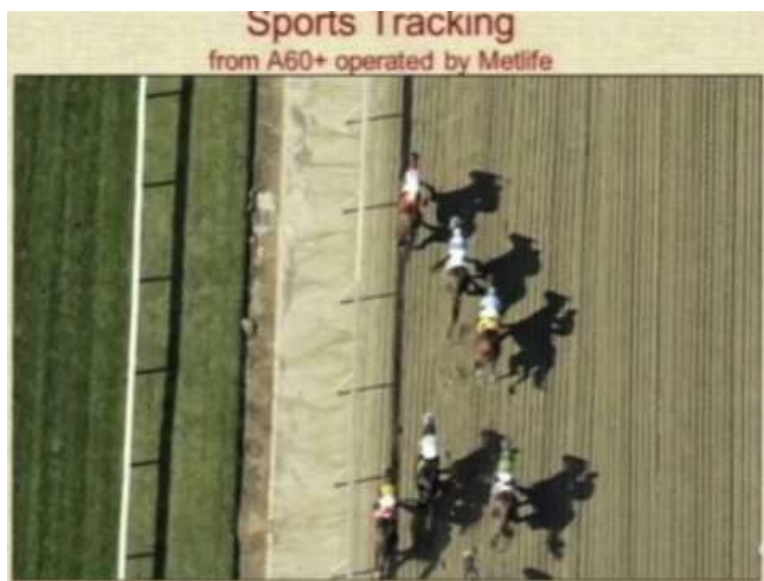
many cities I know for example San Francisco where airships are used to take tourists up and give them an aerial view of the city and the important sites.

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Tourism or transporting people in or from areas of tourism importance the most famous example of this is in Germany where there is a huge lake called us the Bodensee which is the lake mass that borders Switzerland and Germany. Airships are used for a 90 minute aerial sightseeing tour and it is said that this tour is already booked for the next one year. So if you want to take a tour you have to wait for a year or year and a half there is a so much of demand for this aerial sightseeing tour.

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One can use airships with the advanced imagery systems for sports events or for recording action as it takes place without too much disturbance to the people below.

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And a new application that seems to have come become very popular nowadays is called as the corporate hospitality in which company or an organization hires and airship for a particular period of time. And gives a joyride to its executives or its employees or whomever they want to promote. So you just go up and have a nice meeting in the air for about 90 minutes so let us assume that sometime we will have a lecture on LTA systems above in the airship.

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But then looking at some other very interesting applications there is one which stands out and that is called as the mine seeker or use of airships for removing mines. So I have a very small film which shows what is happening here.

(Video Starts: 04:33)

As patrons of the mine seeker foundation my wife and I take this opportunity to call upon the world business leaders and statesman to support a new technology our request to read the world of land minds. 15 years we are very privileged to get Brad Pitt on board as a patron and he is just accepted. We asked Brad as a big Hollywood movie star and a caring man to join as well absolutely. It is an extraordinary technology right now there is something of 70 million landmines out there people are being heard daily.

We are not really sure exactly where they are and instead of the, what has now become an antiquated technique of searching then out with metal detectors or dogs. This is an extraordinary technology that is able to monitor hundreds of square meters a second and define exactly where and what kind of landmines are there and which will lead to a much quicker removal. So it is an extraordinary technology right now it is just sitting on a shelf and it needs to be put into action and that is why we are here.

We as a group have decided we are going to get the funding we have people standing by that will fund mine seekers and our equipment and our technology and getting the first vehicle actually in the air floating in the air. Our goal is I believe to make 6 to 7 of these and various parts of the world and if for any reason everything else fails. Every aircrafts every friend probably have to fly people on Virgin airlines and everybody we now will make a contribution but we are dedicated to getting this done.

And we are very certain we have the financial means to be able to do that without relying on politics to get it done. But we need political help obviously once we are in the country with groups that help remove them.

(Video Ends: 06:34)

Okay so just a small clip that explained how with imagination and planning and creativity you can use airships for interesting applications in this case for removal of mines.

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The picture on your right shows how instrumentation can be mounted on the airship for scanning for mines and the picture on the bottom left with the red peak shows you the result of scanning that was done using airship for locating the mines. The red peak indicates a return where the mine is expected to be located. So then people know where the mine is now you can send equipment to remove the mine without the need to scan the whole landscape. This is one very interesting application.

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The other application which is very common is police surveillance or security surveillance. Many Olympic Games have seen airships being used for security and surveillance and there is a very

interesting video which I would urge you to find and locate which shows an airship locating or identifying a person who carries a weapon into the car park of the Olympic Games in Athens. And by the time he parks the car and moves out the airship camera has identified that there is a weapon inform the police and he is immediately apprehended even before he leaves the car park.

Similarly in the Olympic Games in Atlanta before that they were used and recently I got a new article from one of my ex-students that airships are also being planned for the upcoming Tokyo Olympics. Let me show you a time lapse video that shows.

(Video starts: 08:30)

You will see a small thing floating in the sky this is a video which has been accelerated. So what you see is that there is an eye in the sky continuously moving around. And observing what is what is happening below and the beauty of this particular video is that it will cover the whole night. And the airship will be able to do the monitoring without any break because it can go up for many hours. So slowly you will see that the ambient light will start receding and also you will see a slight change in the route which their airship takes while doing the surveillance.

Some lights have come on now this is completely in the dark and it continuous and continuous till early morning.

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Okay so what i say is that the applications are limited purely by your imagination and creativity I want to share with you one very interesting application which was reported in the Bond movie okay. This is a clip from the film called a view to a kill in which there is a.

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perhaps a demonstration would convenience you I want no part of it thank you for this man Zorin's plan. The rest of our discussion must cross be confidential would you wait outside if you would like me to yes excuse me thank you my day I provide you with a drink.

(Video Ends: 10:54)

Classis James Bond stuff okay so if you disagree with what I say and I you do not agree with what I say which is the same thing by the way you know what will happen.