

Press Release

Topic: Submission: Crop View
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Innovation: Satellite images to be used simply and intelligently by every farmer Change of perspective improves decision-making

- **Mutual submission of CLAAS and 365FarmNet**
- **Site-specific satellite images can be used without any expert knowledge**
- **Filter plots by crop and identify differences in vegetation at a glance**
- **Enter into Precision Farming through intelligent evaluation of satellite images and simple creation of application maps**
- **Regular updates of satellite data enable the farmer to pursue the growth development and increase decision-making reliability**
- **Crop View is available as a component from 365FarmNet in 2018**

How can nutrients be distributed in an economically and ecologically sensible way? What are the differences in vegetation on the different plots like? Which measures can be derived from that? Farmers constantly have to make decisions on inventory planning and measures. Intelligently exploiting and networking satellite images and operating data could significantly assist and improve the decision-making process. So far the simple use of satellite images is hardly possible due to high costs and availability. It also requires a high level of specialist expertise.

Make satellite images available to farmers – Entry into Precision Farming

The component Crop View from CLAAS and 365FarmNet fundamentally improves the opportunities for exploiting satellite data. In order to control agricultural activities more precisely, farmers can use satellite images quite simply in 365FarmNet as of spring 2018. The component supplies the farmer with a simple and clear presentation of his own plots of land and the respective vegetation and enables him to create application maps with this information. Plots can be easily filtered by crop, differences in vegetation on the plots of land can be identified at a glance. The component Crop View is a simple and practical decision-making tool based on regularly updated satellite images – to be used also without having special Information Technology knowledge. This enables the farmer to make reliable, informed decisions in order to be able to plan processes in an optimal manner.

Thanks to Crop View every farmer now has the opportunity to easily enter into Precision Farming: So far farmers usually had to send field boundaries to suppliers and received the relevant images a few days later. The component Crop View substantially changes the approach. After activation of the component in 365FarmNet, images of the respective user's fields are available immediately.

Unique application: simply use site-specific satellite data

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What makes the component Crop View special is that raw data are being converted into meaningful information that help the farmer make decisions on optimized measures for sub-areas. At present, there is no other comparable application on the market that is able to provide the farmer immediately with results based on satellite data. On the one hand this is due to the fact that satellite data in an unworked state do under no circumstances satisfy the requirements of farmers. On the other hand it is hardly possible to use the large data volume and complexity in the daily work routine. Only the combination of agricultural expertise and remote sensing know-how provides significant added value in the field of crop production. This combination is now supplied by CLAAS and 365FarmNet in the mutual submission of Crop View.

Technical information on Crop View

Crop View is based on optical data from the Sentinel 2 satellites, which are updated and made available in short cycles throughout the world thanks to the Copernicus program of the ESA. This is of particular interest for farmers as the resolution of 10 by 10 metres not merely identifies fields but spatial images also make differences in vegetation visible within the field. This way, differences in vegetation on plots of land can be distinguished in a simple manner. Furthermore, weekly updates increase the opportunity for companies to get cloud-free data in the middle of cloudy Central Europe. This ensures that the expert is provided with appropriate information that can be networked with other operational data and his experiences.

What is Copernicus?

The European Earth Observation Program Copernicus of the European Union was established jointly by the European Commission (EU) and the European Space Agency (ESA) in 1998. The program creates a modern and efficient infrastructure for earth observation and geoinformation services. Through Copernicus, an independent European monitoring system has been set up and has been operational since 2014. The data of the European Copernicus Earth Observation Program are openly and freely available to everyone. Crop View is a very good example of how the EU program can improve the work of citizens - in this case farmers - and bring real added value.

More information on 365FarmNet available at: www.365farmnet.com

Number of characters: 4,860 including spaces

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365FarmNet is Europe's largest, multi award-winning cloud-based software for the entire farm management, independent of farm size and type of operation. The 365FarmNet platform is manufacturer-independent and cross-segmental and using partner Apps, covers all functions required for operational management. Starting with cultivation planning through to harvest, including important topics in the field of pesticides and fertilizers, from field to farm, from documentation to operational analysis.

The basic version of 365FarmNet is free of charge. This basic version already fulfils the requirements on the necessary scope of documentation for farmers. Farmers are able to book individual components subject to a charge in an innovative and continually growing modular system and adjust the platform individually to meet their needs. Using the free 365FarmNet Apps for iOS and Android, farmers are also in the position to document via their mobile devices meeting cross compliance regulations and enter a posting wherever the work has been carried out – on the farm or out in the field.

365FarmNet together with more than 30 European partners develops innovative applications for users from more than 20 countries. At present, the platform is available in five languages: German, English, French, Polish and Bulgarian. www.365FarmNet.com