





Digital Farming figures

It is estimated that, with new technologies, Internet of Things

(IoT) has the potential to help increase agricultural productivity

by **70%** by **2050**.



70-80%

of the new farm equipment sold today has a precision agriculture component. (CEMA)

76% of UK farmers cited "improved accuracy" as a reason for using precision farming technologies. (DEFRA 2013)

There will be **billion** connected devices in 2024; 225 million will be used in agriculture. (Machina Research)

90% of all crop losses are due to weather. This crop damage could be reduced by 25% using predictive weather modelling and precision agriculture techniques. (IBM Research)



Importance of Drones

High-resolution cameras in drones collect precision field images which can be passed through convolution neural network to identify areas with weeds, which crops need water, plant stress level in mid- growth stage. In terms of infected plants, by scanning crops in both RGB and near-infrared light, it is possible to generate multispectral images using drone devices. With this, it is possible to specify which plants have been infected including their location in a vast field to apply remedies, instantly.

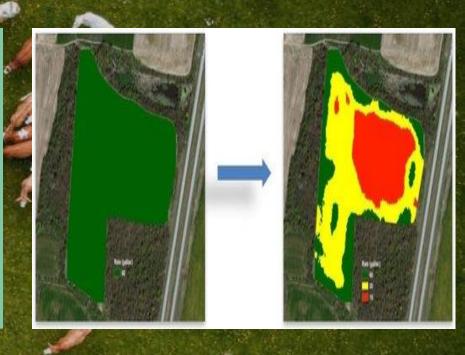




Image Based Insight Generation

Diseases and Catastrophies Identification

Detecting the disease and stress level based on image insights .Easier Insurance reports as the experts will gain more visibility over farmers reclamations.

Crop readiness identification

Images of different crops under white/UV-A light are captured to determine how ripe the green fruits are. Farmers can create different levels of readiness based on the crop/fruit category

Field Management

Using high-definition images from drones or copters, real-time estimates can be made during cultivation period by creating a field map and identifying areas where crops require water, fertilizer or pesticides.

