

ServiTech, Inc. Field Intelligence Catalog

Dan Morgan

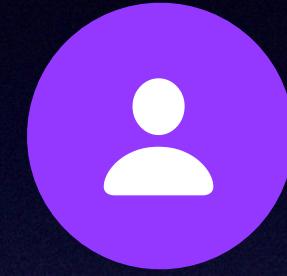


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Project Overview



My role:

As the Design Manager, I was responsible for overseeing the print and digital designs for marketing and software.



Responsibilities:

During a time of staff attrition and shortages, I helped produce advertising, catalogs, and a quarterly magazine distributed to the company's shareholders.

Project Overview



The Field Intelligence catalog was commissioned to promote the use of technology on farms. I created seven editions and oversaw the printing of over a thousand copies for use in our sales and marketing efforts.





2021
Field Intelligence Catalog



**Water is the fuel that powers your crop.
As irrigation costs continue to rise, you
should have a fuel gauge.**

Soil Moisture Management

Sensor driven irrigation management has shown potential ROI of up to \$50 per acre in row crops according to University of Nebraska research—with even more significant ROI potential in high value crops such as vegetables.

- ServiTech soil moisture management is the gauge for your irrigation and soil moisture decisions, based on real time field data.
- Customizable crop stress alerts to your phone, tablet, or computer
- Includes field imagery and soil texture analysis for accurate water holding capacity of your field

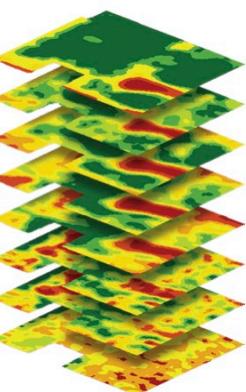


**Know exactly where to look
when you go to the field.**

Field Imagery

What does the crop look like in the far corner of the field? Know exactly where the trouble spots are while there's still time to fix them.

- Know week-to-week crop vigor changes
- Identify recurring problem areas from year-to-year with historical imagery
- Predict yield variations in-season
- Identify dry and immature areas of the field to aid in harvest





**Track the weather in your fields,
not the nearest airport.**



Weather Station

Receive stress alerts, wind advisories, and monitor rainfall. Know the exact spraying conditions before heading to the field.

- Know the exact spraying conditions before heading to the field
- Receive crop stress alerts based on in-field conditions
- Know about sudden weather changes instantly
- Keep a backup record of all local weather conditions for environmental and other reporting requirements

**It rained in your area last night.
How much did your field get?**



Rainfall Measurement

Monitor rainfall and soil moisture together to know the amount and benefits of last night's rain.

- Bridge tells you "when", "how much", and "how fast" the rainfall came, not just the amount since the last time you remembered to dump the gauge
- How much did it rain last night? How much did it rain per hour? Did it rain so hard, it ran off into the ditch and didn't infiltrate? Did you lose nitrogen with that hard rain? ServiTech Bridge helps you answer those questions



About ServiTech

ServiTech is the largest crop consulting company, agricultural laboratory analysis and field intelligence company in the nation.

- 45-year history of service excellence in the field
- 80 certified crop consultants
- Full service laboratories distributed regionally across the Great Plains (Texas to Nebraska)
- The best combination of field experience and the latest advancements in ag technology

ServiTech provides unbiased analytical decision support services through a network of expert talent aimed at enhancing profitability and productivity



Version 7.5