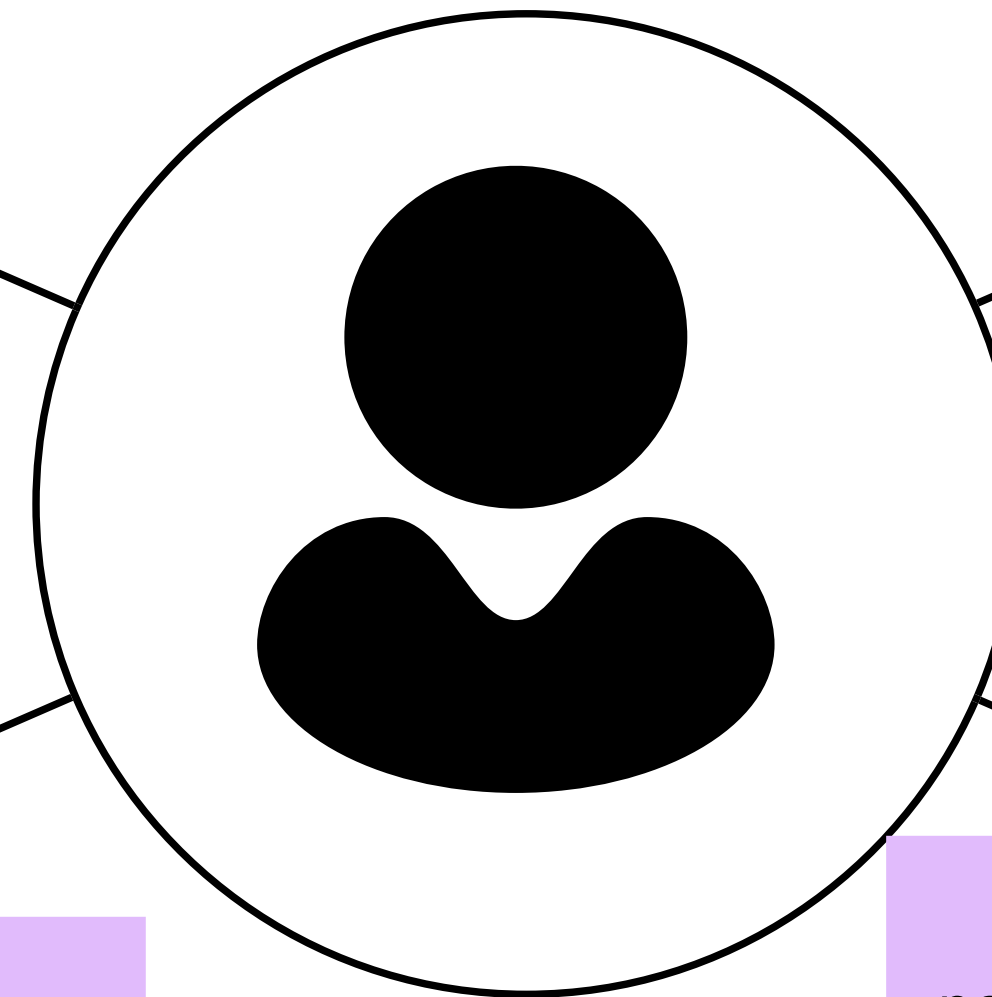


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they HEAR?

what friends say  
what boss say  
what influencers say

## What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Fast  
detection &  
getting about  
that  
information

Safety is  
guided

Highly  
secure to  
handle &  
operate

Lacking  
experience  
work for  
survey

Get  
accurate  
results to  
safe crop

High  
protectivity

Sensor  
parameter like  
Temperature  
soil moisture  
Humidity

controlling the  
exchange of  
water and heat  
energy between  
the land surface

Temperature  
sensor to sence  
the climate  
changes  
condition

Emergency  
alerts are  
notified to the  
authorities

Humidity  
sensors work by  
detect alter  
electrical  
currents

Effortless  
and user  
friendly

Reduced  
man power

Quick alaert  
system

## PAIN

fears  
frustrations  
obstacles

Managing  
large  
volumes of  
data

Lead to  
various kinds  
of network  
attacks.

Suitable for  
mass crop  
protection

Requires an  
unlimited  
internet  
connection

## GAIN

"wants" / needs  
measures of success  
obstacles

Equipped  
with  
wireless  
chip

simple to  
use and  
easy to  
install.

Reduce  
waste,  
improve  
productivity

Enable  
management of a  
greater number of  
resources through  
remote sensing