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Trimble Expands PurePixel Solution to Canadian and European Agriculture Markets

PurePixel Solution Now Includes Leaf Chlorophyll Concentration Index to Enable Farmers to Better Determine Crop Maturity and Harvest Readiness

SUNNYVALE, Calif., Dec. 17, 2014 /PRNewswire/ -- Trimble (NASDAQ: TRMB) announced today that its [PurePixel™ Precision Vegetation Health solution](#) is now available in Canada and Europe. Previously the solution was available only in the U.S. In addition, Trimble now provides PurePixel data for download using the common shapefile format, and it has added a chlorophyll index map—an improved technology for assessing raw image suitability that enables agronomists to eliminate poor quality images when assessing plant health.

PurePixel maps are an agronomic tool available through Trimble's [Connected Farm™ solution](#) that provides farmers and their trusted advisors with an assessment of a field's crop health or maturity level based on calibrated vegetation indices. The latest addition to the solution is the PurePixel Chlorophyll Index map and enhanced cloud and shadow detection algorithms. The PurePixel Chlorophyll Index map separates the different vegetation index contributors, enabling detection of chlorophyll information independent of other vegetative factors. This gives users the ability to assess crop variability and differences in maturity within and between fields. This information can lead to better harvest decisions and maximized profits by enabling the user to see which fields are most ready for harvest and which are not. For grain crops, this can minimize drying and storing costs because fields are not harvested too early. In addition, it can also help growers with harvest logistics since they know which fields are ready for harvesting. PurePixel maps can also be downloaded in the common shapefile format, enabling users to access the PurePixel data in applications outside of Connected Farm, such as [Farm Works Software®](#) or an alternative farm management software application.

"Trimble is committed to expanding both the capabilities and geographies of the Connected Farm solution so more farmers across the globe have access to tools that can aid in decision making and improve farm operations," said Levi Kettle, Connected Farm business area director of Trimble's Agriculture Division. "We've enhanced the PurePixel solution by adding another map that enables farmers to more efficiently determine the health and maturity of their crops using Connected Farm."

In addition to PurePixel, Trimble also offers agronomic services for farmers and their trusted advisors: [RainWave® Contour Map](#) enables farmers to visualize and measure variations in rainfall amounts within an entire field or farm; the [Soil Information System™ \(SIS\) solution](#) is a revolutionary soil analysis mapping technology; and the [Connected Farm Advisor](#) application allows for collaboration on the creation, editing and sharing of variable rate prescription maps based on soil sample data.

PurePixel images are accessed through the Connected Farm, which provides one central location for retrieving key information impacting farm operations such as rainfall totals, weather forecasts, commodity tracking, planting coverage, yield mapping, fleet management, aerial imaging, irrigation monitoring and control, and collaboration with a trusted advisor. With this information a farmer can make better decisions about their operation. For example, knowing daily rainfall totals can determine whether irrigation is needed, while wind speed data may be the deciding factor on whether to spray a given field or delay the activity.

The PurePixel solution is currently available, and can be purchased using the Connected Farm Web site at: <https://field.connectedfarm.com> or through a local Trimble reseller. For more information on PurePixel, visit: www.trimble.com/agriculture/purepixel.

About Trimble's Agriculture Division

Trimble Agriculture solutions enable customers to maximize efficiency and reduce chemical and fertilizer inputs while also protecting natural resources and the environment. Trimble's precision agriculture solutions cover all seasons, crops, terrains, and farm sizes, and its brand-agnostic strategy allows farmers to use Trimble products on most vehicles in their fleet—regardless of manufacturer. To enable better decision making, Trimble offers the Connected Farm solution which allows farmers to collect, share, and manage information across their farm in real time. To optimize water use, Trimble provides water solutions for irrigation, drainage, and land leveling. Trimble's product suite includes vehicle and implement guidance and steering, as well as a portfolio of correction options that are the most versatile of their kind in the industry. Additional solutions include an unmanned aircraft system (UAS) for aerial imaging and mapping; application control for seed, liquid, and granular products; a harvest solution; and farm management software.

For more information on Trimble Agriculture, visit: www.trimble.com/agriculture.

About Trimble

Trimble applies technology to make field and mobile workers in businesses and government significantly more productive. Solutions are focused on applications requiring position or location—including surveying, construction, agriculture, fleet and asset management, public safety and mapping. In addition to utilizing positioning technologies, such as GPS, lasers and optics, Trimble solutions may include software content specific to the needs of the user. Wireless technologies are utilized to deliver the solution to the user and to ensure a tight coupling of the field and the back office. Founded in 1978, Trimble is headquartered in Sunnyvale, Calif.

For more information, visit: www.trimble.com.

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