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## **Trimble Demonstrates its Connected Farm Solutions for Latin America at the 2015 Agrishow**

### **PurePixel Solution to be Available in the Region for Crop Health Assessment**

RIBEIRAO PRETO, Brazil, April 27, 2015 /PRNewswire/ -- Trimble (NASDAQ: TRMB) is demonstrating its latest Connected Farm™ solutions at the 2015 Agrishow in Ribeirao Preto, Sao Paulo, Brazil. Trimble will provide attendees with an interactive exhibit, including touch screen animation and live demonstrations, to learn about the wide variety of Connected Farm solutions that are available to growers and their advisors in the Latin American region.

Trimble's Connected Farm is a Web-based solution that integrates precision farming technologies and data from several sources to provide growers with a total farm management solution that enables better decision making. With Connected Farm growers can collect, share and manage information across their operation in real time, as well as collaborate more easily with their trusted advisor.

The announcement was made at the 2015 Agrishow, which is one of the largest trade shows in the world for agricultural technology. Last year the show included 800 exhibitors, 100 hectares of field demonstrations and attracted approximately 160,000 visitors from 71 countries.

"Trimble is committed to making its solutions available to farmers worldwide, and we recognize that Latin America is a significant region where Trimble technologies and services can transform farming," said Pierre-Andre Rebeyrat, marketing director for Trimble's Agriculture Division. "By showcasing Connected Farm solutions at Agrishow, we hope to demonstrate to growers in Brazil and in other Latin American countries how Trimble's Connected Farm can enable them to operate more efficiently and assist them in making better decisions for their farming operations."

Trimble will showcase the following Connected Farm solutions:

#### **Remote Sensing Technologies**

The **PurePixel™ Precision Vegetation Health Solution** is the latest Connected Farm solution that will be available in the region. It provides specialized processing of multi-spectral images used for crop health analysis. Field images processed with PurePixel technology provide farmers and their trusted advisors with a visual representation of the selected field's crop health or maturity level based on calibrated vegetation indices. The solution filters out non-crop artifacts such as soil, shadows, and surface wetness that undermines the accuracy of most vegetation maps, and also uses a precise calibration that allows for more meaningful analysis of the vegetation map information.

The included PurePixel Vegetation Index provides a clear assessment of vegetation health and variability, enabling growers to generate variable rate prescriptions and make well-informed decisions on where to scout in their fields based on the areas from the PurePixel maps that show poor crop health. The PurePixel Chlorophyll Index can lead to better harvest decisions 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 be ordered, managed and viewed in Connected Farm Field, including the ability to download the maps for use in other data management platforms or desktop software tools. Imagery is available in most agricultural areas of the region; however, the number of images per growing season may vary depending on cloud cover. PurePixel is expected to be available in Latin America by the end of June 2015.

The **Trimble® UX5 Aerial Imaging Solution** is an unmanned aircraft system (UAS) that enables agriculture service providers to easily capture aerial images for scouting and monitoring crop health such as detecting pests, weeds and nitrogen deficiencies. The system can locate cattle and their available forage over large areas, measure crop height, and generate topographic maps and models for land leveling and drainage applications. As a result, it provides growers and their trusted advisors with a powerful data collection tool that can aid with recommendations to improve farming operations.

#### **Soil Analysis**

**Trimble's Soil Information System™ (SIS) Solutions** is a revolutionary 3-D soil mapping technology that uses advanced sensors along with intelligent targeting and geo-processing algorithms to produce high resolution, accurate soil and topographic information. By providing a greater understanding of the physical and chemical characterization of the soil,

including how inputs move through the soil, SIS enables growers and their trusted advisors to initiate more effective solutions to resolve the unique challenges of each area of their fields.

## Farm Management

The free **Connected Farm Dashboard** is a Web portal that provides growers with one central location for accessing key information impacting farm operations such as weather forecasts, fleet details, field data, aerial imaging and more.

From the dashboard, growers can access the **Connected Farm Field**—a field data management tool for the grower. It enables management of fundamental field information such as client, farm and field names as well as application or coverage data associated with those fields and crop seasons for which field work was performed. Trimble also offers a **Connected Farm Field mobile application** that allows growers to enter detailed field records from their smartphone or tablet for all types of field operations. The app sends data to the cloud for use in Connected Farm Field, and can be used offline, with data being sent when Internet access is obtained.

Another mobile application that is available for farm management is the **Connected Farm Scout application**. Using the Scout app on their smartphones or tablets, growers can map field boundaries, mark flags, enter scouting information and geo-reference images of pests, weeds or diseases.

Also available from the dashboard is the **Connected Farm Fleet Manager Solution**, which allows farm managers to:

- View real-time position and status of vehicles, and set up and monitor geo-fence and curfew alerts
- Transfer data between the field and office using the cloud
- Analyze fleet health and performance for enhanced productivity, efficiency and swift decision making
- Understand fleet utilization in order to increase efficiency and productivity
- Exchange data in real time between vehicles operating in the same field to minimize overlap of crop inputs

Farm managers can also download the **Connected Farm Fleet mobile application** to monitor vehicles in their fleet from any location using a smartphone or tablet.

The Connected Farm mobile applications are free; however, some of them require additional purchases of hardware, data plans and service subscriptions.

Visit Trimble's booth #A8C at Agrishow 2015. For more information on Connected Farm, visit: [www.connectedfarm.com](http://www.connectedfarm.com) or contact a local Trimble reseller at: <http://trimble.com.br/encontre-um-revendedor.aspx>.

## 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](http://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](http://www.trimble.com).

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