The Geospatial Revolution in Agriculture

- Matt Ball, founder and editor, Sensors & Systems
- Matteo Luccio, president and writer, Pale Blue Dot
Sensors & Systems

- Sensing and sensors
  - from the Micro to the Macro
- Monitoring and Mapping
- Context and Quantification
Nano

Source: Kasetsart University, Thailand

Source: University of Georgia
Attached
Field Sensors
3D Canopy Analysis and Counting of Commodities

Source: University of Georgia

Source: The English Apple Man
Augmented Understanding

Delivering Insight

Source: John Deere
Mapping a Prescription

Source: Farm Works Mapping Software
Source: Remote Sensing-based Information and Insurance for Crops in Emerging Economies
BlackBridge - RapidEye

• Five satellite multispectral constellation
• Crop species detection, crop growth, stress

Source: Blackbridge, RapidEye
WorldView-3 with eight-band short-wave infrared
Microsatellite Explosion
Skybox

Silicon Valley start-up focused on global observation
Planet Labs

Doves and Flock - 24 CubeSat Constellation
Weather Revealed
20 TB per day; Weather as a Service

Source: NOAA, 4D Data Cube

Source: Monsanto, Climate Corp.
Deimos-1
Farm Solutions

Trimble Connected Farm
Sharing Your Perspective

• Time to talk?
• Respond to a survey?
• Share insights and best practices?

Matt Ball
mattball@vector1media.com