Co-creation: building better remote sensing products together for agriculture

Presenters:
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Why is Airbus at InfoAg?
Trusted Satellite Imagery

The highest quality inputs yield the best results
Managed Service for Collection
Trusted global network of 40,000 drone pilots

Highest Resolution Imagery and Video
1-15 cm

Process and Streaming
Process imagery automatically and stream immediately
AgNeo

A vision of how Airbus will drive greater efficiencies to feed future generations
Co-creation
to meet growing needs
Innovation through Co-creation

- Development process
- Co-creation with customers
- Succeed fast
- or learn fast and try a new approach

The only way to meet the growing needs will be …together
Our Partnership with Simplot

2015
Airbus first provided imagery to Simplot

2016
Simplot had issues with their process system and Airbus started processing imagery and delivering analytics packages

2017
Grower reports generated by Airbus were being integrated into Simplot Advisor
Our Partnership with BayWa

• BayWa is the largest agricultural trader in Europe, covering almost the entire value chain in ag.

• Focus on trade in ag produce and inputs, plus goods, machinery and services needed for production.

• In order to play a leading role in digital farming in Europe, BayWa is partnering with Airbus to shape the evolution of AgNeo’s permanent crop analytics.
AgNeo

Data Management
AgNeo
Core Crop Analytics
AgNeo

Permanent Crop Analytics

Permanent Crop Analysis

Min: 0.282
Max: 0.590
Avg: 0.520

- 642 vines (13.2%)
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- 757 vines (17.4%)
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* Analysis performed using vegetation indices from high-resolution satellite imagery utilizing red and infrared bands of reflectance.

** Statistical analysis shows amount of plants that are significantly weaker or healthier than the field vigor average.

Image Date: 07/13/17
Resolution: 50 cm
Field Acreage: 16.24 Acres
Vine Count: ~8859
Verde –
Premium Crop Analytics

Reflectance modelling to calculate **biophysical parameters** physically describing the plant conditions

Based on a chain of models:

- Topography
- Soil: optical properties
- Vegetation
- Atmosphere: conditions
- Sensor
Become a Co-Creation Partner
Thank you!

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