

Pessl Instruments connects FieldClimate to Microsoft Azure FarmBeats to enable Seamless Data Exchange for the Agricultural World

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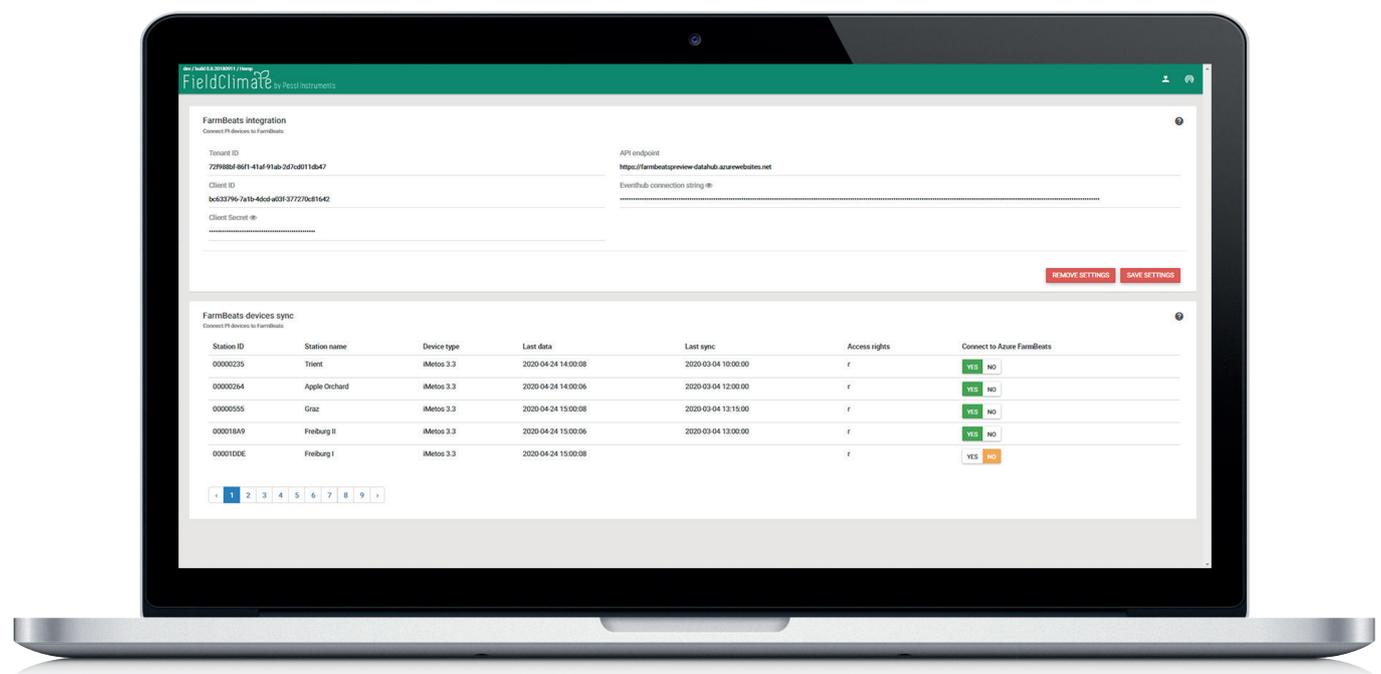
Pessl Instruments announce the availability of an integration with Microsoft Azure FarmBeats to enable farmers eased and profitable data-analysis for informed decision-making.

Microsoft Azure Farmbeats was integrated with Pessl Instruments' IoT and DSS platform FieldClimate. This collaboration satisfies multiple purposes from farmers being able to make more data-driven decisions to increase productivity to data scientists, agronomists and researchers being able to build analytic models on top of aggregated sets of data.

Fieldclimate is one of the first web platform for collecting and displaying agro-meteorological data of tens of thousands of weather stations under METOS brand, installed all over the world. Azure FarmBeats combines data from different sources such as weather, visual information from drones and satellites and unites them with data coming from the Metos weather stations for data-driven analytics.

The selected METOS devices immediately sync as data flows into the FieldClimate servers.

The purpose of these data is to help farmer decide when to irrigate, when to spray, what disease preventive measure to take, if she/he can go to the field and work on it, and much more. This will help the user to prevent unnecessary trips to the field, save money on gas and other resources – from water to fertilizers. Data and data analysis help with lowering expenses, increasing yield and income and saving the environment at the same time. With the FarmBeats integration, FieldClimate can now leverage the FarmBeats soil moisture maps that are generated base on METOS device information and satellites.



"Knowing climatic conditions are one of the most important aspects to consider in agriculture, climate change is a growing threat. Remote monitoring is not in the future; it is already in the present. The Covid-19 crisis has shown us how important food supply is and we cannot sacrifice any crop losses due to bad management or not being able to visit the fields. The collaboration between Pessl Instruments and Microsoft provides the opportunity to identify problems timely without visiting the fields. It even provides higher accuracy than physical visits. The farmer and consultant

can install weather stations which monitor and alert them in real time about the actual field weather: temperature, relative humidity, rain fall, soil moisture, head units, wind gusts, ET, frost and heat risks, forecasted frost and rains and many more things. The analytics from Microsoft Azure Farmbeats will bring in the AI so all needed actions can be taken in time and without delay” explains Gottfried Pessl, Pessl Instruments’ CEO and Founder. “For the past 36 years, Pessl Instruments has been investing in development of technologies for sustainable and precision agriculture. We are proud to team up with Azure so we can reach as many farmers as possible. We will help ease the farming processes and continue to help agriculture sector to serve us with abundant and healthy food.”



Dr. Ranveer Chandra, chief scientist, Microsoft Corp., said “Data-driven Agriculture and predictive analytics provide granular and timely decision-making. Effective data modeling in agriculture requires the ability to combine high quality data coming from sensors with widely available data from satellites and weather sources to increase the scale and accuracy of predictions. Pessl Instruments is a well-recognized partner with a large footprint of high quality sensors in the market, and together we aim to bring the benefits of data & analytics to farming.”



About Pessl Instruments

Pessl Instruments, which is headquartered in Weiz, Austria and founded in 1984 by current CEO Gottfried Pessl, does business in more than 80 countries.

Pessl Instruments develops and distributes climate monitoring, agricultural risk, and irrigation management technology solutions for its farming customer base. Globally distributed under the iMETOS brand, products include weather stations, soil moisture monitoring devices, irrigation automation controllers, electronic insect traps, remote crop monitoring systems, disease, and pest warning software and localized weather forecasts.

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