



Lessons from the Field



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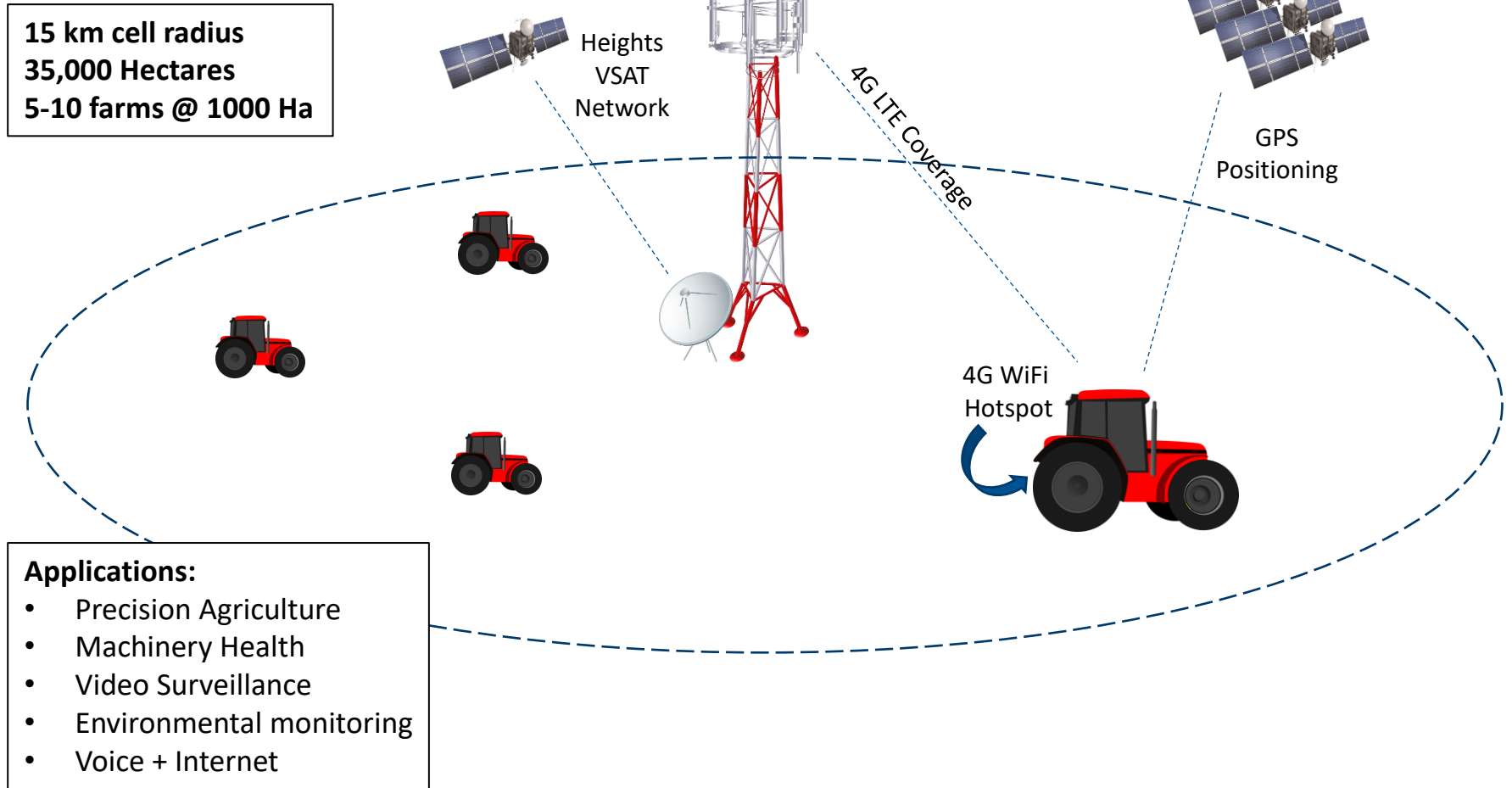
VP, Business Development



Precision Agriculture



The Connected Farm Network



Project Ecosystem



- Brazilian Tractor Manufacturer
- Agriculture specific sensors
- Analysis Software



- Brazilian MNO
- Service Provider
- 4G Core and billing



- Tower + 4G eNodeB
- 4G WiFi Hotspots
- VSAT / MW / Fiber
- Comtech EF Data Heights VSAT

Business Case

- Eliminate over- and under-spray of herbicide, pesticide and fertilizer
 - 3.2% reduction
 - Can represent up to half of farming OpEx and margins are thin
- Autonomous tractors consume less fuel than manually driven tractors
 - 22.4% reduction in fuel consumption

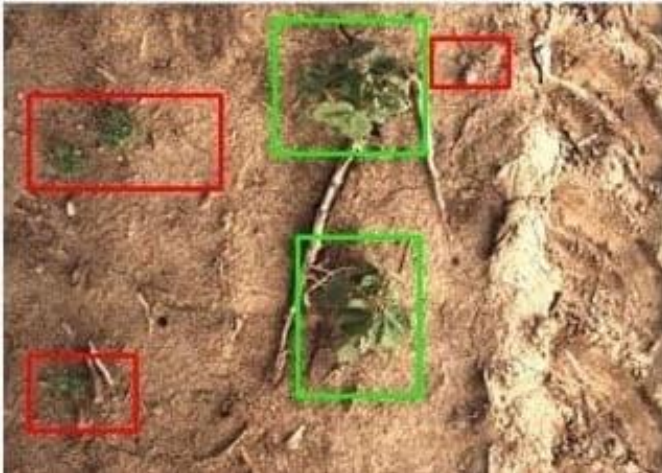
Lessons from the Field

1. The “secret sauce” is not the technology
2. It’s an Ecosystem play where partners matter
3. Scalability requires flexibility to support different niches

At Comtech EF Data we see the MNOs and Mobile technology
as the key to our success in IoT

What does the Future Hold?

Image Recognition



- Image recognition + machine learning
- 90% reduction in pesticides
- Identify specific weed species

Small Farm / Single Tractor



- Put a flat panel antenna on the tractor
- “Over the lifetime of the tractor the value of the data is equal to the value of the machine” – John Deere



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