

Arc™ Farm Intelligence



QUICK FACTS

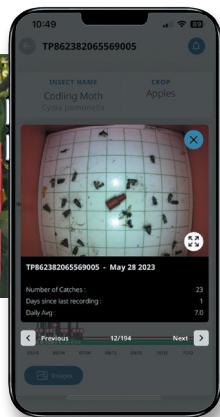
ARC™ FARM INTELLIGENCE

Arc™ farm intelligence is the first mobile platform in the agricultural industry that uses the power of real-time data and predictive modeling to help drive the right crop protection products with precise application.

Advanced machine learning technology provides pest pressure forecasts based on aggregated historical data, hyper-local weather data and real-time regional pest mapping.



Automated Trap Sensor



Pests on liner sheet automatically identified and counted with AI algorithm

Features:

- Trap sensors report on daily pest pressure by automated counting of target pests.
 - Easily determine biofix dates
 - Run Degree Day Models



- **Image Recognition** – Allows users to quickly view pests identified by the AI algorithm.
- **Visual Trap Data** – Provides growers and advisers with real-time pest data, displayed in a dynamic regional heat map.
- **Predictive Pest Forecast** – Predictive algorithms and analytics to help determine when Growing Degree Milestones will be reached.
- **Insightful Communication** – Two-way communication with FMC and Crop Advisors or Scouts within the mobile application.



TALK TO YOUR FMC REPRESENTATIVE OR RETAILER TO LEARN MORE.

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