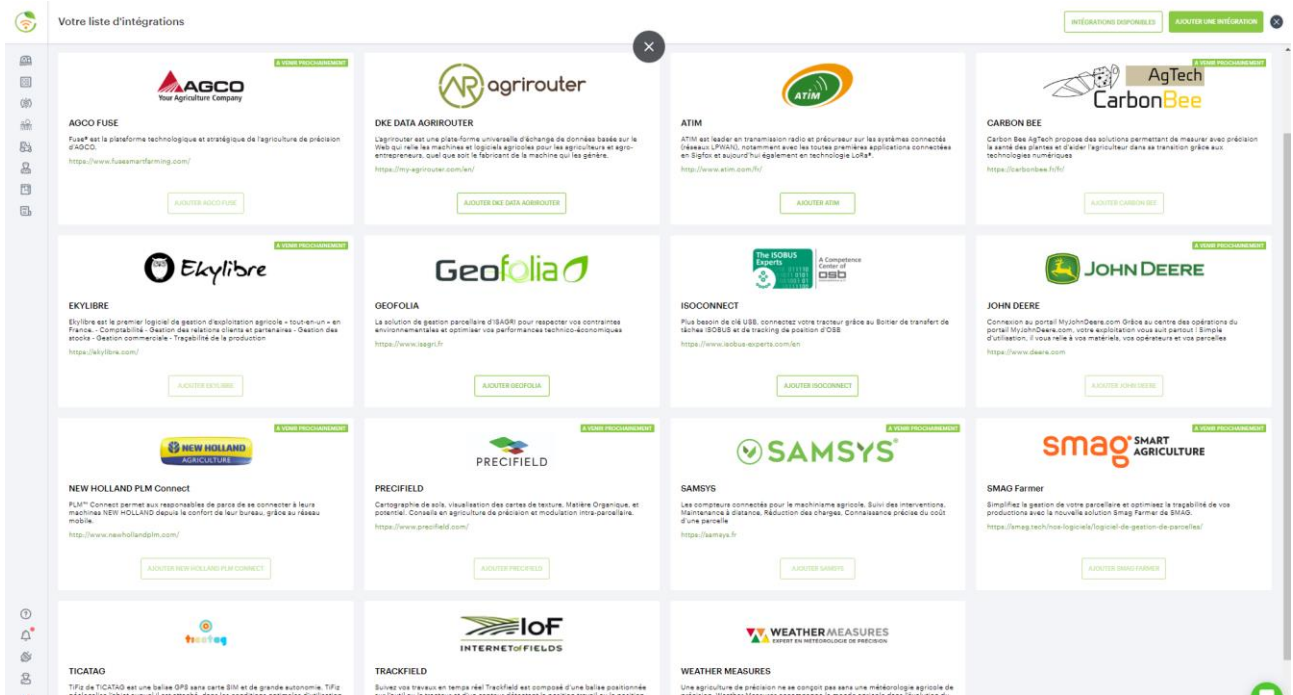


VillagebyCA Reims, November 10th 2019

MyEasyFarm launches its Ag Applications Market Place

MyEasyFarm, the AgTech Cloud platform for Data aggregation and transfer with Ag machines unveils its Ag Application Market Place during AgriTechnica.



The first available Ag Application connexions are in several areas :

- FMIS, including French FMIS GEOFOLIA of PROMIZE/ISAGRI,
- Satellite data, with SOBLOO,
- Weather Data, with WEATHER MEASURES,
- Telematics boxes, with OSB ISOconnect,
- FUSE AGCO machine platform,
- Agrirouter Data Hub

These integrations were made possible thanks to MyEasyFarm last generation APIs (REST, OAuth2 authentication, ...). Documentation of these APIs were published during summer 2019.



Other integrations are currently being developed or under test (SMAG SmagFarmer, MyJohnDeere of JOHN DEERE, AFS et PLM Connect of CNH, MyPrecifield Soil map platform of PRECIFIELD or CARBON BEE weed detection maps).

MyEasyFarm platform becomes then **an interoperability platform for Ag Data and Applications, with still his unique capability to exchange data with the agricultural machines** (thanks to its ISOBUS certification).

These integrations helps MyEasyFarm users to

- Beneficiate from a single entry point for their Ag Data,
- Avoid any multiple input between different applications,
- Or order prescription maps directly from the MyEasyFarm platform

Francois Thierart, MyEasyFarm co-founder said « Transfer data in a connected mode between applications will really accelerate precision farming adoption by farmers. Our ambition to become the european Ag Data reference platform is becoming more concrete through each new integration. »