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## MyEasyFarm announces a partnership with SOBLOO

MyEasyFarm brings value to Copernicus Satellite data in Precision Farming using Sobloo.

MyEasyFarm, the AgTech Cloud platform for Data aggregation and transfer with Agricultural machines, announces a partnership with Sobloo, to access directly to Satellite data and associated value-added services.

MyEasyFarm helps farmers in their day-to-day decisions, from fields creation, planning tasks per season, modulating product intrants usage, tasks distribution to production costs and yields analysis.

MyEasyFarm is first a Cloud platform to aggregate, treat and transfer AG data from many different sources (sensors embarked on the machines, machine sensors, field sensors, observations done on farmer smartphones, drone data, weather data, ....). These rough data are then transformed into value-added data being used by the agricultural machines (prescription maps, site specific crop management) and are transmitted to the agricultural machines to adapt their interventions.

Thanks to its Sobloo partnership, MyEasyFarm gives a new strategic dimension to its AgTech platform by integrating a Satellite multi-source data and enlarging its recommendations to farmers.



Is a platform giving a direct access to all Copernicus Sentinel data.

The European Space Agency (ESA) and the European Commission have decided a few years ago to promote the Copernicus Sentinel program data through several DIAS (Data Information Access Service) platforms. sobloo is one of these DIAS, born from the respective knowledge fusion of AIRBUS, Orange and CapGemini, with the aim to provide a simple, continuous and quick access to Earth observation data and associated services.

MyEasyFarm and its partners will from now use Sobloo data and give them agricultural value by developing precision farming tools before distributing these data to farmers and cooperatives.

MyEasyFarm accesses to any Copernicus Sentinel data (including NDVI indexes). In the coming weeks, additional data from other satellites (SPOT, Pleiades, Landsat) will also be available and bring fresher and more precise analysis. MyEasyFarm will also access to biophysical parameters and thus provide data adapted to a specific crop.

MyEasyFarm launches during AgriTechnica several annual subscriptions to give access to different levels of services for the on-going campaign or based on several historical years data.

A MyEasyFarm user has a direct access to all Satellite images for his fields and is notified when new images are available. He can then decide to convert any of these images into product intrans prescription map and transfer them to its agricultural machines for site specific crop management (the right dose at the right place and the right time).

MyEasyFarm launches in particular a « **Visit your fields from the sky** » **annual 120 € subscription for any NDVI maps on 100 hectares for the 2020 campaign.**

Francois Thierart, MyEasyFarm co-founder mentions “We are very proud to be the first AgTech company to collaborate with sobloo and provide Sentinel and more Satellite data to our farmers and cooperatives”.

