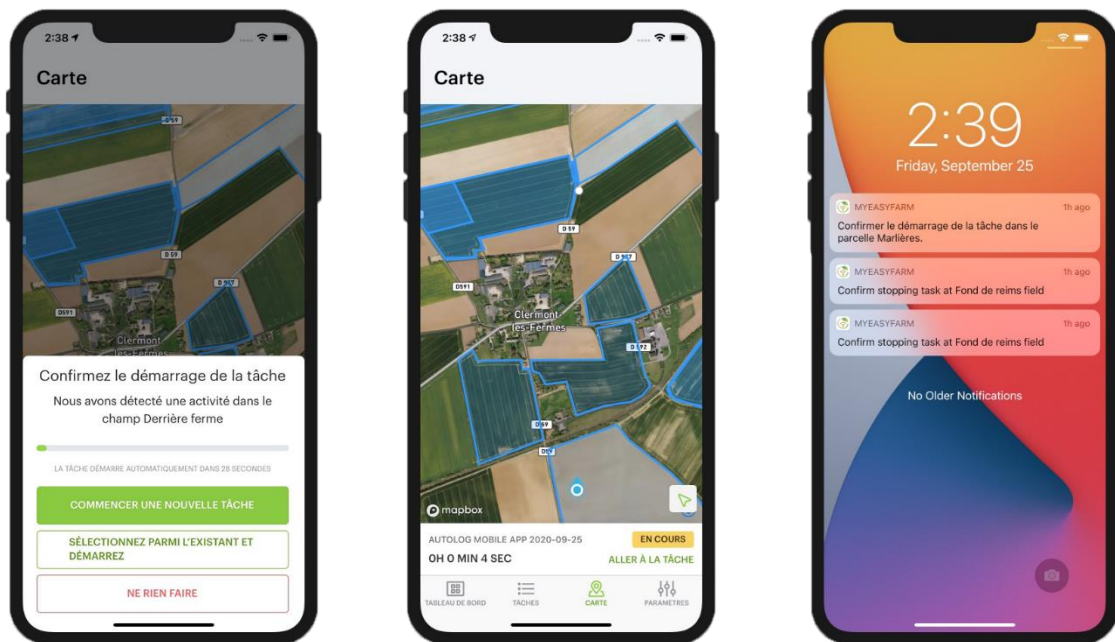




VillagebyCA Reims / Bezannes, 26 January 2021

MyEasyFarm announces DRIVER, the automatic traceability mobile app for farm machine operators

On the occasion of [SIMA Digital Press Day](#) on January 28, MyEasyFarm, the cloud platform for aggregating and exchanging data with agricultural equipment, is enriched by a mobile application for farmers or Contractors.



The DRIVER mobile app, available on iOS and Android, was originally designed to automatically record interventions in plots. The driver records the equipment he uses in the morning, among the list of farm equipment on the farm or Contractor. Then, thanks to geolocation, DRIVER automatically detects plot entries and exits and automatically records tasks on the phone. It is then possible to more accurately inform the interventions with other information such as the input and the quantities applied.



DRIVER allows for better work organization since it is directly linked to the MyEasyFarm account of the farm or Contractor:

- When a task is planned and assigned to an employee, this automatically appears on his phone and guides him to the plot,
- The manager can monitor in real time the progress of the work of each of its engine operators,
- the documentation is automatically recorded and traced back to the MyEasyFarm account of the operation

DRIVER is also a way to start in Precision Agriculture without investing in a new tractor display. Indeed, DRIVER displays the input modulation map and the amount of inputs to be applied with an accuracy of 5 to 15 meters. This allows the driver to manually modulate and apply "the right dose in the right place" for a 10-20% gain on input quantities.



"The equipment operator is directly informed of its interventions and is guided to the right plots, the manager is notified in real time of the progress of the day's work and the possible problems faced by his drivers, this is a significant step forward in monitoring and documenting interventions for farms and Contractors.

No more scraps of paper scribbled in the tractor that get lost and the approximate documentation of the interventions," says François THIERART, co-founder of MyEasyFarm.