

LandView App

Part of the ag information ecosystem.

“Bullet points”

Friday, March 30, 2012

It's an app

- It runs on any IOS device – iPhone, iPad, and AppleTV (AirPlay).
- It has the kind of simple and intuitive interface that is the hallmark of good apps.
 - Instant on
 - Picks up where you left off
 - Available in the app store.
- At the same time, it's a very serious business app targeted at those who work on the land.

It works in the field and the office

- Use the iPhone in the field, the iPad in the truck and office.
- Low cost alternative to PDA and does much much:
 - Your phone, email and message center
 - Your high def camera
 - Your high def movie camera
 - Your access to the web
 - Your navigation system
 - Bar code reader
 - Bluetooth, WI-FI integration with field devices.
 - And tens of thousands of other useful apps.
- Proven rugged in the field even without a case, but can be enclosed in a rugged case.
- Already widely used by many workers and managers.
- Already understood by many.

For those who work on the land

- Targeted at the teams that manage enterprise ag.
- Map-based
- Near real-time data transfer and access.
- Ability to track location of crews and other team members.

Cloud-based synchronization

- All data is stored in “the cloud”.
- Cloud synching occurs every 30 seconds in the background.
- All members of the team see changed data in near real time.
- Essentially a near real time backup as well.
- No data lost in situations of intermittent connectivity.

Enables teams

- Map features, teams, crews and tasks may be organized by group (aka crew, aka role), territory and area.
- Tracks current location of devices -- answers the question, “Where are you”.

Rich layer-based map data

- Standard ag features – enterprise, farm, field, sub-plot, ...
- Irrigation infrastructure – pumps, wells, valves, lines, ...
- General infrastructure – towers, poles, roads, ditches, ...
- User defined features
- Polygons and polylines
- NRCS soil regions
- Automatic import and display of aerial imagery.
- Location specific tasks and observations.
- Distance measuring tool.

Integration of photos

- Any feature or task may have one or more photos associated with it.
- Photos may also be used to capture business documents and manuals.

Knowledge based vocabulary

- All features and tasks are defined with data-driven vocabulary.
- The vocabulary can be updated or changed at any time via the cloud.
- Each account can have its own vocabulary.
- There are vocabularies for specific crops, specific regions, specific tasks and specific customers.
- Vocabularies are packaged and can be sold by “suites”. For instance, the “US Almond Suite”, the “California Cotton Suite”, the “Irrigation Suite”, ...

Rich task management

- Location based tasks
 - Make an observation
 - Perform a site-specific action like a soil sample
 - Ground-truth aerial imagery.
 - Note a problem – dead tree, broken sprinkler, flooding, ...
- Feature based tasks
 - Field based crop operations – plan, budget, do
 - Task workflow
 - Planned tasks are work orders.
 - Finished operations become crop records

In the field mode

- Keep the current location in the center of the map.
- “Take me there”, voice guided directions to a feature.
- Scouting can be done very efficiently even at utility vehicle speeds while holding the device in one hand and just using your thumb – even your wrong hand thumb.

Cloud-based processing

- Heavy hitting tasks can be performed asynchronously in the cloud.
- GIS functions
 - Polygon area
 - Soil layers
- Image processing
 - Transforming and tiling aerial images

Cloud-based integration

- Designed to be part of the ag information ecosystem. Strong integration tools in the cloud.
 - Existing back-end data systems
 - Field sensors and controls
 - Government data
 - Existing information providers.
 - Existing information collectors.
- Droid
 - No current version. A matter of current focus and resource availability. Cloud synch would be the same.