

## Press Release

Communications, Intelligence and Security

### **Airbus and John Deere receive silver medal of SIMA innovation award 2019 for uniquely precise intra-field nitrogen monitoring service**

#digitalagriculture #nitrogen #connectedagriculture #SIMA #JohnDeere #Airbus

**Toulouse, 22 November 2018** – Airbus and the leading tractor manufacturer John Deere, have received a Silver Medal during the 2019 SIMA Innovation Award ceremony for Live NBalance, a service merging satellite and tractor data in order to monitor intra-field nitrogen (N) balance even more precisely during the growing season. The companies have joined forces to develop and test this new service in 2019. The prestigious Innovation Awards of SIMA (Salon International du Machinisme Agricole in Paris, France) are being given every other year as part of the fair preview.

Up to date, no tool has been precise enough to check nitrogen applications efficiency in every place of the field, during the crop growth time period. By leveraging farming data from agrarian machine sensors with accurate crop development measurements from satellite imagery, Live NBalance provides an in-season, site-specific nitrogen information via a multi-section dashboard (displayed as maps and field average time series).

With this tool, farmers can check the amount of nitrogen applied (both from mineral and organic fertilization), the status of nitrogen uptake by the crops, the remaining amount of nitrogen available to the crop, as well as information on biomass. Thanks to this dashboard, farmers can precisely evaluate fertilization efficiency and visualize the precise extent of potential deviations in the field, which is essential to clearly identify possible issues. They can then adapt and readjust next nitrogen applications, and review, after harvest, the entire cycle to perfect their fertilization strategy for next seasons.

A beta version of Live NBalance will be tested in 2019 with a selection of early adopters willing to further explore the potential of the tool.

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#### **About Airbus**

Airbus is a global leader in aeronautics, space and related services. In 2017 it generated revenues of € 59 billion restated for IFRS 15 and employed a workforce of around 129,000. Airbus offers the most comprehensive range of passenger airliners from 100 to more than 600 seats. Airbus is also a European leader providing tanker, combat, transport and mission aircraft, as well as one of the world's leading space companies. In helicopters, Airbus provides the most efficient civil and military rotorcraft solutions worldwide.

#### **About John Deere**

Deere & Company (NYSE:DE) is a world leader in providing advanced products and services and is committed to the success of customers whose work is linked to the land - those who cultivate, harvest, transform, enrich and build upon the land to meet the world's dramatically increasing need for food, fuel, shelter and infrastructure.

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Since 1837, John Deere has delivered innovative products of superior quality built on a tradition of integrity. For more information, visit John Deere's worldwide website at [www.JohnDeere.com](http://www.JohnDeere.com).

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