

Press Release

Airbus extends its reach into precision agriculture solutions with AgNeo

[@AirbusSpace](#) [#AgNeo](#) [#precisionfarming](#)

Toulouse, 06 March 2020 – Airbus has launched AgNeo, its new integrated precision farming solution for commodity and permanent crops. Delivering in-season actionable information based on satellite imagery and premium agronomic analytics, AgNeo will help customers save time, optimise inputs and increase yields.

AgNeo leverages Airbus' 30-year experience in the agriculture market and the long-standing and fruitful collaboration with its customers to propose a wide range of crop analytics. Based on imagery-derived health maps from SPOT, Pléiades, Sentinel-2 and Landsat 8 data, they support a wide range of capabilities: from alerting features that direct agronomists to scout areas in their fields that require immediate attention, to the creation of management zones and variable rate application maps. Thanks to an Airbus-proprietary processing chain that normalizes data across all sensors, AgNeo customers can also derive absolute agronomic indicators to use as input to their own models for building nitrogen recommendation or establishing water budgets.

AgNeo also provides enhanced analytics for high value permanent crops such as almonds, apples and grapes. Using 50cm resolution data from Pléiades, AgNeo creates a mask of all the tree crowns to remove noise from background vegetation and soil, improving the results and bringing analytics to the tree level. These analytics include a stand count inventory eliminating time-consuming and error-prone manual tree counts. The product will be able to utilise 30cm data from Airbus' new Pléiades Neo satellites due to be launched later this year.

The AgNeo solution is available with a full user interface and will also be accessible via APIs. On 10 March, the Company will host a public webinar to unveil the latest addition to its agriculture portfolio.

Register now to attend the AgNeo launch webinar on March 10 [by clicking here](#)

* * *

About Airbus

Airbus is a global leader in aeronautics, space and related services. In 2019, it generated revenues of € 70 billion and employed a workforce of around 135,000. Airbus offers the most comprehensive range of passenger airliners. 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.

Media contact

Fabienne Grazzini

fabienne.grazzini@airbus.com

+33 (0)6 76 08 39 72

This and other press releases and high resolution photos are available on: [AirbusMedia](#)