



## **Mavrx launches nationwide imagery service using 100 aircraft pilots to help improve farm efficiency**

### **LARGEST ULTRA-HIGH-RESOLUTION IMAGERY ENTERPRISE CLEARED FOR TAKEOFF**

San Francisco - A revolutionary approach on a national scale is bringing low-cost, high-quality on-demand imagery to US farmers in 2016. The aerial program has been developed and tested in 2015 by Mavrx®, a global innovator in delivering on-demand and actionable agronomic information from aerial and space-based imaging. Already partnered with many of the industry's leading service providers and growers, Mavrx will expand the availability of ultra-high-resolution imagery using 100 aircraft pilots and its proprietary technology.

Max Bruner, CEO of Mavrx explains why the company has made such a bold move into the air. "Rather than rely solely on satellite data, which often is obscured by clouds, and has low resolution, Mavrx has invested in developing a comprehensive system to use airplanes to capture and deliver ultra-high-resolution imagery that farmers and their advisors need, via the Mavrx app," says Bruner. "The system streamlines the process for everyone. Images can be ordered directly through the app while in the field and we take it from there. Our pilots fly the targeted fields, can cover a vast amount of land, and within 24 to 72 hours after acquisition, growers see their requested multi-spectral images and analyzed crop performance for each field flown."

While the Mavrx app makes the process look simple, the technology and scale of the operation behind this effort is unprecedented. After starting with drones in the early days of the company, Mavrx built proprietary software that could handle millions of acres of imagery and a logistics model using piloted aircraft. Mavrx enables most of the country to efficiently be serviced at a price that is very affordable. Ultra-high-resolution images are valuable because they help growers and agronomists manage a larger number of acres and more clearly identify specific issues impacting costs and yield in a field. Bruner notes that the images from the Mavrx aircraft are but one new service for 2016 with the promise of more innovations to come.

To learn more about Mavrx, visit [mavrx.co](http://mavrx.co).

About the company:

At Mavrx, we're harnessing the power of imaging to drive the next revolution in resource management—at a planetary scale.

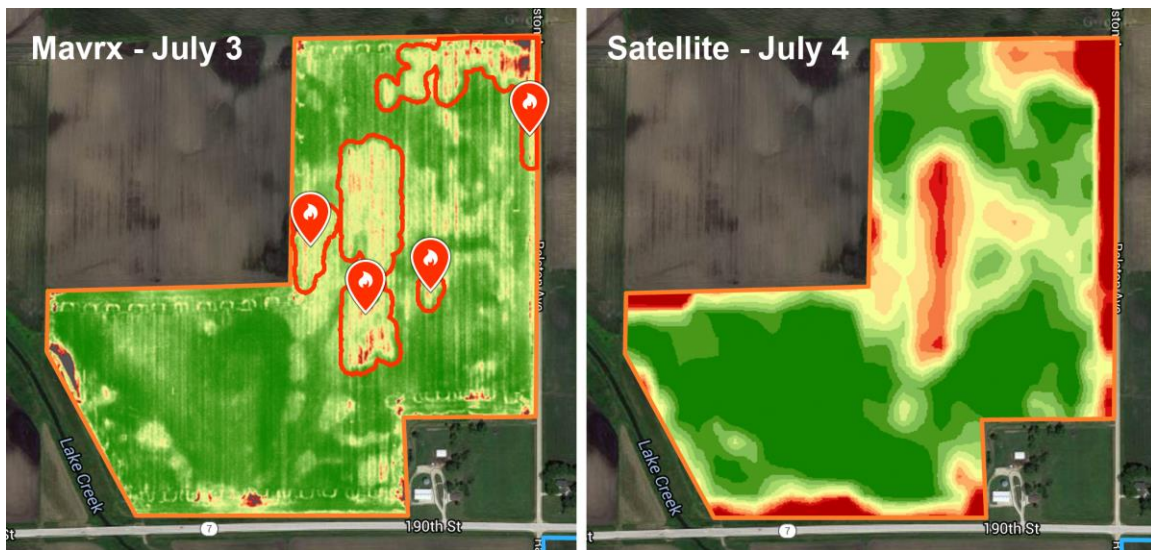
Our goal: Improve the efficiency of the global agriculture industry, using the power of imaging and spatial analysis. We take the pulse of agricultural lands across the planet

with satellites, UAVs, sensors, and aircraft, use computer vision and machine learning technologies to process and filter that data, and deliver actionable awareness to the people who need it most.

The result: Meaningful information is produced—information that changes how people interact with and understand their land and their work. We predict changes and help prescribe solutions, propelling growers into the next era of resource management while having a net-positive impact on the process of food production and land management.

Headquartered in San Francisco, we currently operate in the U.S. and internationally.

#### PHOTO COMPARISON



#### CAPTION

*Mavrx ultra-high-resolution imagery from aircraft reveal deeper insights into field conditions than low-resolution data from satellites. For example, you can see the rows in the field and patterns made by farm equipment. Mavrx Scout uses these ultra-high-resolution images and Mavrx algorithms to send alerts to the farmer and his agronomist showing areas that require attention with greater accuracy and reliability than before.*

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