



## **MAVRX® PRECISION TOOLS NOW AVAILABLE THROUGH ANSWER TECH™ BY WINFIELD WEB PORTAL**

Mavrx's ultra-high-resolution imagery and analysis helps customers optimize yields, reduce costs and save time.

San Francisco, CA--WinField has added Mavrx® to its Answer Tech™ portal, giving farmers and their retail partners the ability to more accurately analyze fields in-season and make timely crop input decisions. Mavrx is a total field awareness system that uses aerial imagery and data analysis to provide actionable insights to the global agriculture industry. Its suite of precision tools combines ultra-high-resolution (UHR) imagery with weather, soil, satellite and topographic data to produce detailed analysis and insights that can be easily accessed throughout the growing season.

Mavrx streamlines critical work for the ag retailer, including crop scouting, nitrogen fertilizer prescriptions and crop progress updates.

WinField, a Land O'Lakes company, provides ag technology tools and services, as well as seed and crop protection products. Its Answer Tech® web portal and mobile app store brings together top agronomic decision-support and management applications in one complete toolbox. Answer Tech® provides education, evaluation, and access to all WinField proprietary and partnered apps.

"Mavrx is very pleased to be part of Answer Tech®," said Max Bruner, CEO, Mavrx. "Now, farmers and retailers who seek the highest level of efficiency have the ability to plan ahead, order new UHR imagery on demand, and receive insights quickly so that timely action can be taken in the field."

"Having Mavrx as part of our Answer Tech® portal gives farmers and retailers a new way to access vital information, including aerial imagery and analytics, so they can be successful at harvest," said James Coday, Marketing Manager - Ag Technology, WinField. "The features and benefits offered by Mavrx fit very well with WinField's commitment to enable ag professionals to optimize yield potential."

More information on Mavrx tools available through Answer Tech® can be found here: <https://www.answerstech.com/Application-Landing-Pages/Mavrx>.

### **About Mavrx**

Mavrx® harnesses the power of imaging to drive the next revolution in resource management — at a planetary scale. The goal is to improve the efficiency of the global agriculture industry, using the power of imaging and spatial analysis. Mavrx takes the pulse of agricultural lands across the planet with satellites, UAVs, sensors, and aircraft, uses computer vision and machine learning technologies to process and filter that data, and delivers actionable awareness to the people who need it most.

Mavrx produces meaningful and actionable information — 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, Mavrx currently operates in the U.S. and internationally.

#### About WinField US

Winfield US is a seed and crop protection business serving nearly 1,300 independently owned and operated agricultural retailers that operate thousands of retail locations across the United States. Through its recognized portfolios of agricultural products, services and agricultural expertise delivered under the WinField® and United Suppliers® brands, the business supports retailers in helping farmers achieve high levels of success in the field.