



# Monitor Fields. Get Results.

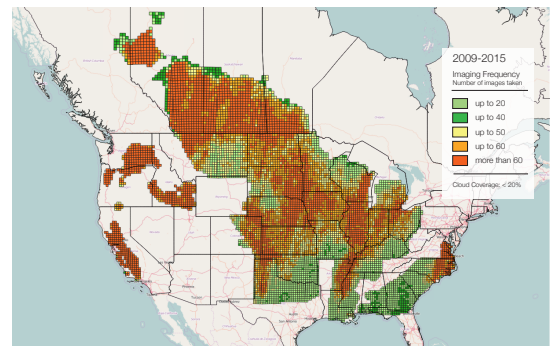
## Broad Coverage and High Frequency Monitoring for Precision Agriculture

Agricultural lands and crops are always in flux, yet these changes are difficult to identify and understand. Planet’s high-frequency imaging provides a continuous stream of current information for the identification of changes in crops and soil. This consistent flow of information is easy to obtain from Planet’s cloud-based platform, allowing you to make smart decisions, resulting in optimized input application, increased profitability, and enhanced sustainable farm practices.

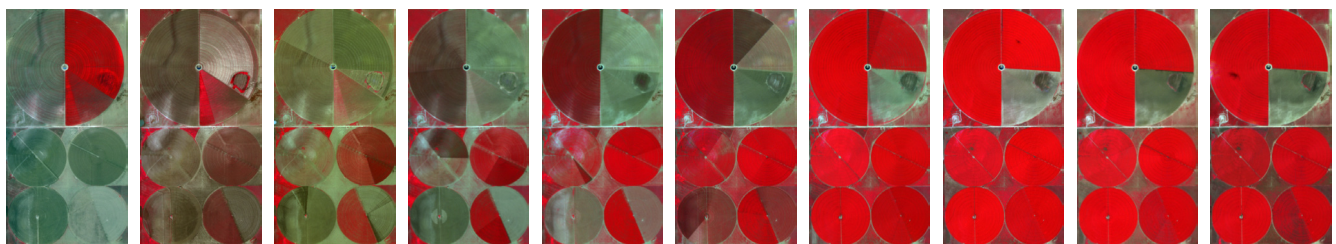
### Understand Fields Like Never Before

Whether you run your operations at regional, national or global level, Planet has you covered. Our data is collected at high resolution throughout the entire growing season to provide excellent infield detail. Planet provides cost-effective and information-rich agricultural data, so you can make better, more informed decisions at any scale – whether you are monitoring crops, tracking farm operations and activities, crop scouting or performing predictive analysis.

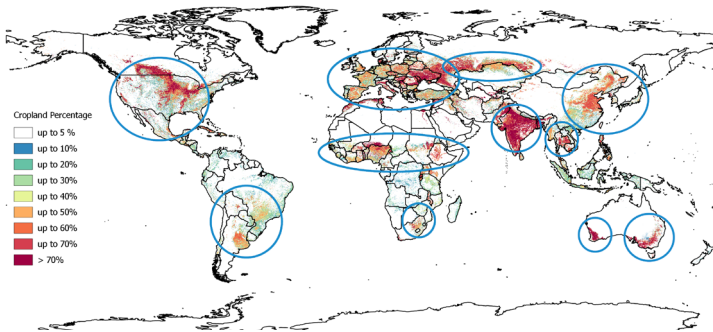
- Access high-resolution, scalable coverage - from fields to countries
- Create dynamic management zones, see infield variability, regulate input application
- Seamlessly monitor crop growth and production



Broad coverage and frequent revisit: North America imaging area and archive content for the monitoring period May 15th to Sep 15th for 2009 - 2015.



June 1, 2014   June 14, 2014   June 22, 2014   June 28, 2014   July 7, 2014   July 13, 2014   Aug 3, 2014   Aug 23, 2014   Sept 2, 2014   Sept 10, 2014  
 Frequent revisit and in-field detail: Color-Infrared imagery from Castro County, Texas, USA. Monitoring period: May 15th to September 15th 2015.



Global approach: Overview of Planet's Monitoring Programs for Agriculture.

## Act Early

Great field management decisions are dependent upon timely and accurate information. It can mean the difference between a healthy crop and one that's in distress, helping you to identify problems before they impact yield. That's why Planet delivers data in near real time and in easy-to-use formats allowing you to spend less time waiting for decision making inputs and more time taking action.

- Planet's best-in-class automated pipeline and online tools help you find and access data in near real time allowing for faster decision making.
- Seamlessly integrates into your own applications and workflows using Planet's APIs
- View your areas of interest many times during the growing season
- Instantly access our extensive archive of imagery (since 2009), allowing for trend and predictive analysis

## Precision Ag Ingenuity

Planet works with innovators across the agribusiness value chain to change the way that field monitoring is performed. Our imagery and services are being integrated into tools serving growers, crop advisors, agronomists, ag retailers, co-ops, and global commodities merchants. With our solution and your ideas, we can transform the way the precision ag industry makes decisions.

- Explore, access and exploit our in-season and archive imagery quickly and easily in our cloud-based platform
- Flexible tools easy to integrate in your workflows
- Develop your own applications on top of our platform



Some of the innovators that are advancing precision agriculture with Planet's Monitoring Programs for Agriculture

## For Further Information

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