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**NEWS RELEASE**

FOR IMMEDIATE RELEASE

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**Sentera Announces itself as a John Deere Operations Center Production Partner**

Providing Innovative Crop Health Management Solutions

**Minneapolis, MN, February 2, 2016:** Today, Sentera, LLC, a global provider of software, sensors, and drone technologies to the agriculture industry, announced completing the integration as a John Deere Operations Center Production Partner. This affiliation gives John Deere's dealer and customer network access to a variety of Sentera's innovative agriculture solutions including AgVault™ Software, precision sensors, and fixed-wing and quadcopter agriculture scouting drones. These solutions allow users to quickly capture precise multispectral imagery, analyze crop health data at the field's edge, and easily share critical data with teams and consultants, expanding the circle of impact.

"We are delighted to extend our advanced crop health management products to John Deere's customer and dealer network," said Kris Poulson, vice president of agriculture for Sentera. "To stay competitive, dealers and farmers continually look for forward-thinking solutions to help reduce inputs while increasing yields. Our software and products are designed precisely with that in mind."

Sentera's offering will include the following products:

- [AgVault Software and Mobile App](#): Allows farmers to view crop health imagery and historical data at the field edge and quickly transfer prescriptive analytics into farm equipment



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- [Single and Double Sensors](#): 25 grams and 51 grams respectively, Sentera's sensors are the smallest, lightest solution available, capturing high-resolution RGB, near-infrared (NIR), and normalized difference vegetation index (NDVI) data
- [Phantom 3 NDVI Upgrade](#): Transforms new or existing Phantom 3 drones into a precision scouting tool, retaining the Phantom 3 stock camera functionality while adding NDVI capability
- [Drones](#): Includes the DJI Phantom 3 quadcopter and Sentera Phoenix 2 fixed-wing

Customers can use Sentera's suite of software, sensors, and drones together, or independent of one another as a scalable solution. Flexible product combinations ensure every farmer, regardless of farm size, regardless of budget, can design and implement a robust end-to-end crop health management program unique to their operation.

Sentera's products will be available for the 2016 planting season.

## **About Sentera**

Sentera is a leading designer, developer, and manufacturer of software, sensors, and drones for the agriculture, infrastructure, and public safety industries. With more than 200 years of combined experience, Sentera is continually looking to help customers increase efficiencies through robust, innovative remote sensing and software solutions. In one year, Sentera's equipment performed 8,000 flights, collected 16 million images, covered 15 million acres, and gathered 175 terabytes of data. Learn more about Sentera at [www.sentera.com](http://www.sentera.com).

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