



# ClearAg Mobile

*Making Data Relevant for Better Decision-Making*

*Access weather, water, soil, and crop health information anytime, anywhere*

## Improve Logistics • Productivity • Profitability

ClearAg® Mobile is a grower analytics application that leverages weather, water, soil, and crop growth information to equip growers with field-specific advisories that help improve the management of crop production operations.

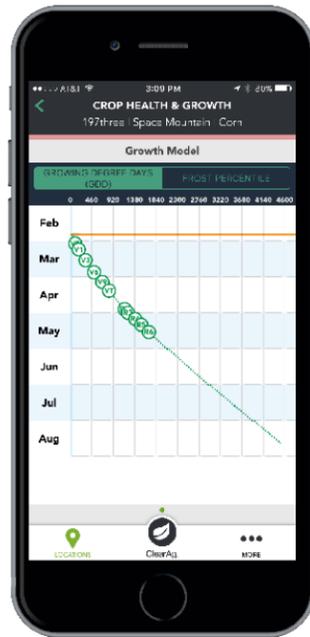
Powered by Iteris' ClearAg precision farming platform, ClearAg Mobile puts comprehensive, precise, and relevant information in the hands of growers to significantly improve logistics, productivity, and profitability – and ultimately maximize crop yield potential.

Available through a subscription service, ClearAg Mobile enables growers to make the right decisions, for the right fields, at the right time, all from their tablet or mobile device.

## ClearAg Mobile Benefits

- **Understand the past to improve the future of your crops.** Access up to 30 years of historical weather conditions to better understand patterns and trends from previous growing seasons right on your fields.
- **Optimize workforce on an hour-by-hour basis.** Plan and manage planting, spraying, fertilization, and harvesting fleets with current and forecasted spray and field workability windows.
- **Be well-informed anytime, anywhere.** ClearAg Mobile monitors soil moisture and temperature for user-specified fields. Stay informed without having to visit your fields.
- **Share critical data right from the palm of your hand.** Quickly alert field staff and consultants to take prescribed or reactive actions to minimize yield loss.

## ClearAg Mobile Features

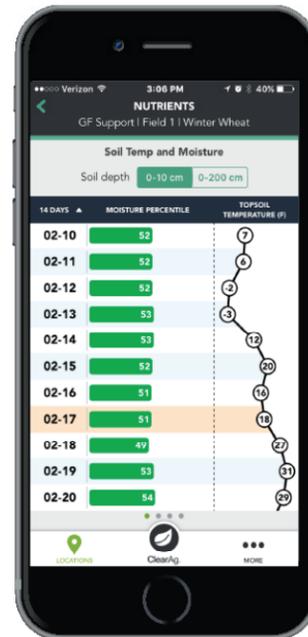


### Crop Health & Growth Advisor

Provides seasonal (past, present, and forecast) crop growth stages based on weather-sensitive growth metrics such as growing degree days. Easily visualize growth model output for a particular crop on a specific field. Advisor can help determine the most appropriate crop for the field and the optimum plant date for that crop.

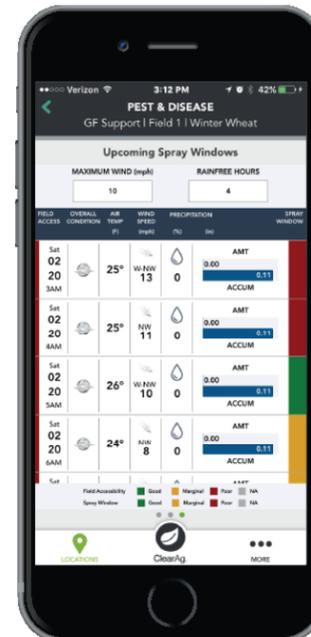
*"ClearAg Mobile allows you to monitor all key processes for a successful growth season, whether it be monitoring soil conditions or reports from the fields in terms of crop health. It's also a time saver."*

- Daniel Palen, Consultant, Lawrence, Kansas



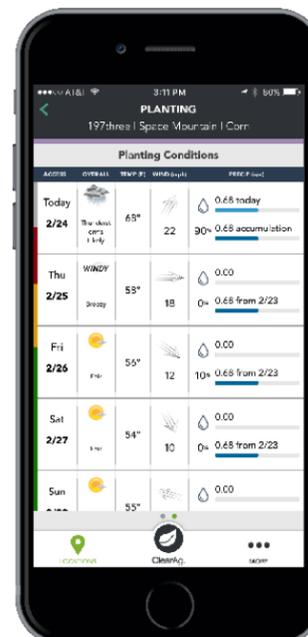
### Nutrient Advisor

Nutrient Advisor provides an estimate of how much fertilizer applied at a given location may have been leached due to excessive moisture and soil saturation. Better understand soil moisture throughput information to better track leaching and loss of nutrients in the soil.



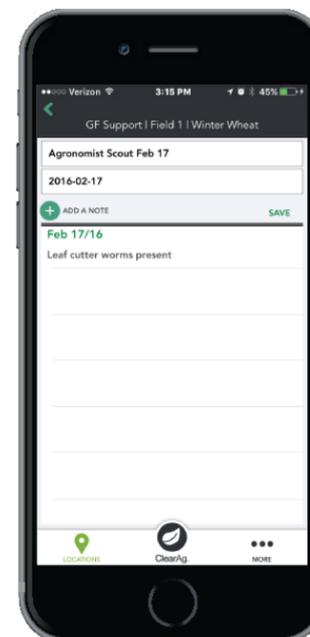
### Pest & Disease Advisor

Pest & Disease Advisor anticipates the likelihood of pest and disease emergence as it relates to current and near-term weather conditions. Helps guide crop management decisions such as what pests or diseases to look for, what pesticides to spray, as well as pinpoint ideal weather conditions for spray applications.



### Planting Advisor

Planting Advisor provides field-level conditions around soil moisture and soil temperature to better plan for the planting season. This advisor identifies optimum plant dates for a user-specified crops based on projected growth for that crop and a particular location. Leverage forecasted precipitation probabilities and amounts so growers can make informed decisions about when and where they should plant.

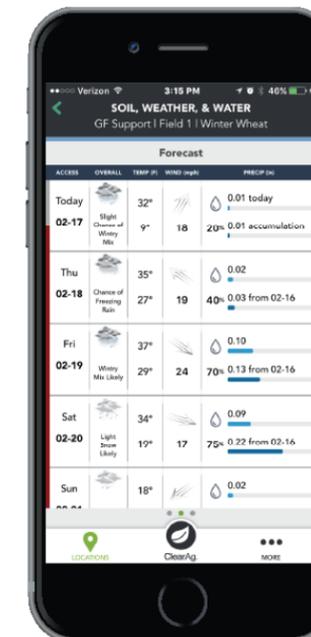


### Scouting Advisor

With Scouting Advisor, users can take geo-located photos and scouting notes right from their mobile device and save the scouting reports for easy sharing. The Scouting Advisor provides users with one central database for scouting needs.

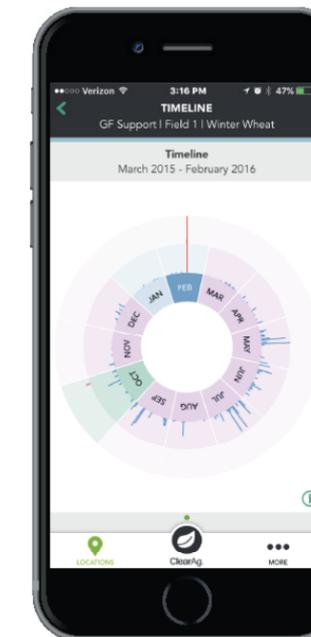
*"I find the app useful and a good way to scout the fields and evaluate crops without actually having to be out there in the fields all of the time. The scouting advisor is a valuable tool to get exact coordinates, write notes and share those with my agronomist as well as others."*

- Darrel Martin, Grower, Mount Joy, Pennsylvania



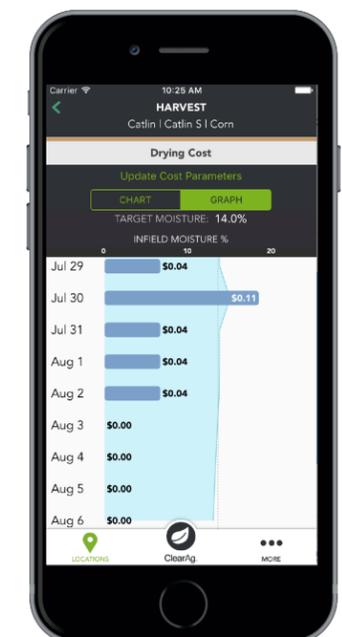
### Soil, Weather, & Water Advisor

Provides information regarding soil conditions, including soil temperature and moisture at various depths within the soil profile. Better identify irrigation timing based on soil conditions, accumulated precipitation levels and forecasted weather conditions. Reduce the number of visits to the field.



### Timeline Advisor

Track and benchmark day-to-day activities by field, and find outlying variables in higher producing fields by comparing specific activities and weather.



### Harvest Advisor

Identify the best windows for harvesting row crops based on grain moisture levels as well as determine when weather conditions are ideal for crop dry down and storage. Calculate the cost tradeoffs between artificial drying when harvesting early in the season versus maximizing grain quality and harvest equipment efficiency when crops are more near their optimum grain storage moisture levels



## About Iteris

Iteris is the global leader in applied informatics for transportation and agriculture, turning big data into big breakthrough solutions. We collect, aggregate and analyze data on traffic, roads, weather, water, soil and crops to generate precise informatics that lead to safer transportation and smarter farming. Municipalities, government agencies, crop science companies, farmers and agronomists around the world use our solutions to make roads safer and travel more efficient, as well as farmlands more sustainable, healthier and productive.

For more company information, please visit [www.iteris.com](http://www.iteris.com).

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## CLEARAG MISSION

At Iteris, the ClearAg mission is to deliver state-of-the-art technology that provides decision support and improves the insights our customers generate from their data so they can deliver higher profits for their organization and higher value for their customers.

We are able to help our customers leverage data science to solve complex challenges through a multidisciplinary approach.

-  **Next-Generation Land Surface Modeling (LSM) Approach** - Iteris is the only weather information and data science company to employ LSM technology to agronomic problems.
-  **Machine Learning Application to Agriculture** - ClearAg utilizes a proven ensemble-based weather approach. The platform provides both numerical processing, weather observation ingestion and human-curation; this technique is unique in the agronomic domain.
-  **Over 35 years of historical weather and soil data** critical for the interpretation of current conditions in the context of climatological values.
-  **Global coverage** - ClearAg is built to support customers globally. The application can be deployed in local languages.