The Next Big Thing

Mobile Farming Application with On-Board Analytics

Tucson, AZ, September 9, 2014 – Farming has evolved over the past few decades often by taking technology developed for other markets and adapting it for farming and agriculture use. And at Cogent3D, we did something similar for **iCropTrak**: we took our technology designed and developed for the military, and re-engineered it from the ground up for mobile farming. And now, we're going a step further with the deployment of our new *"on-board"* processing for mobile analytics.

What does "on-board" mean?

Instead of your farm data being processed in the cloud or on your office desktop pc, iCropTrak version 5 will perform *all* the processing *natively* on your iPad; in your field or wherever you need to be. No connection? No problem. No signal? No worries. And *native* means we wrote the iCropTrak analysis code specifically so we could maximize the performance of the mobile platform to perform at the same level as your pc or a cloud.

Imagine standing in your field, reviewing your data, stacking it up and analyzing it with correlation graphs to visualize how your chemical application has impacted your projected yield and walking to a spot in your field and inspecting where analysis shows potential for lower yield.

We consider this technological leap in capturing and analyzing farming data to be a disruptive technology – a game changer – and we are more than happy to lead the way.

Why is this a disruptive technology leap?

In the past computing tasks moved from typewriters and calculators to central mainframes and then to the PC, making it possible to perform complex tasks easily and less expensively. Those companies who ruled typewriters did poorly as mainframe builders, and top mainframe companies did poorly as pc makers. The market changed too fast for these large companies to keep up with the times. They couldn't figure out how to adapt to the new paradigm.

We believe that history is repeating itself with in the farming industry with the transition from standalone pc programs to the popular cloud based web services and finally - to true, native mobile applications.

Aren't all apps mobile?

No – not really. And it is important to understand the differences. In fact there are really three "types" of mobile applications. One type is simply a web-based service accessed from a mobile browser, the second type is a web-centric application accessed from a native mobile user interface and the third type is a truly native mobile application.

Web-based and web-centric apps are not true mobile applications since they require connectivity to perform some, if not all, of their functions. But a true mobile application is designed from the ground up to take advantage of the mobile platform and can perform all major functions locally on the mobile device. This means that with 1 bar Internet or even in airplane mode a farmer or consultant can take advantage of the power of iCropTrak and have a consistent experience at all times.

So – what about this new iCropTrak?

It has been two years in the making, but Cogent3D's iCropTrak Version 5 is the first of the next generation mobile farming applications to maximize a mobile device's power, exploiting it and its performance to execute some of the most complex processing tasks; like multi-layer and multi-year management zone creation or colorization of 10's of thousands of tractor data points on a field to provide visualization of your data so it makes sense to you.

This is the first step in having complex mobile decision-making tools always on, and always there with you.

This will also change how agronomists and sales teams interact with their clients and perform their jobs. With iCropTrak 5 an agronomist can load data, stand in a field with their client or sit with them at their kitchen table, show them how their prescriptions and recommendations have impacted their fields using quantifiable information and make informed decisions based on solid data from a device that sits in the palm of your hand. We've come a long way from the calculator!

Is this really disruptive technology and why iCropTrak?

If you consider that most of the new farm data management vendors and the latest tools from existing vendors utilize web cloud services running on mobile platforms using standard off-the-shelf modular libraries – you can see why we consider this to be a disruptive leap in technology. It will be years before off-the-shelf libraries like these will be available for the newest generation of mobile platforms that will allow these development teams to build mobile platform using optimized code designed for true mobile deployment.

Technology is constantly changing, and farming technology is no different. You will see new computer programs, mobile applications, and other tools you could never have imagined that will keep moving the farming industry forward. And iCropTrak's adaptive architecture allows us to rapidly change to stay one step ahead of where you think you need to be.

Contact iCropTrak and find out what the future looks like and why everything you think you know about mobile applications is about to change in ways you only dreamed about. www.iCropTrak.com and contact@iCropTrak.com

ABOUT COGENT3D

Cogent3D is a leading provider of mobile GIS based software for iOS devices since 2009. Their mobile software provides data collection and analysis in a truly mobile configuration with an emphasis on geospatial location based accuracy and map performance. With a focused on helping customers solve their data collection and management challenges, the company provides an integrated and comprehensive end-to-end solution based on adaptable architecture, open standards and a long history of professional GIS development and advisory services.

Cogent3D makes customers more efficient and effective by providing software that has the ability to see the visualize data, analyze it and assist customers in making better, more informed decisions. Cogent3D applications help reduce risk, improve production time and lower costs. With recognized expertise in the GIS and 3D visualization markets, the company services agriculture, conservation, utility and many other customer markets worldwide.

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