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Daniel Sayag

Head of Sales, Airbus France

“Airbus’ Defence and space technologies for agriculture”



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Connected Intelligence is
an integral part of

AIRBUS



Secure

Communications

Secure, end-to-end satellite and network communications, solutions and services.



Intelligence

Systems and services to transform data into actions and digital offers.



Secure Land

Communications

Public Safety, mission and business critical connectivity and collaboration solutions.



Cyber Programmes

Design, development, integration and deployment of tailored cyber security products and solutions for defence and aerospace



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AFD
AGENCE FRANÇAISE
DE DEVELOPPEMENT

DEFENCE AND SPACE **An Unrivalled Constellation**

- Largest commercial satellite constellation with **wide range** of modes, resolutions / swaths, revisit frequencies
- **Partnerships** ensure **diversity**, now including non-imagery data (HawkEye)

OPTICAL CONSTELLATION

Pléiades Neo, Pléiades, SPOT, DMC Constellation, Vision-1

RADAR CONSTELLATION

TerraSAR-X, TanDEM-X, PAZ, NovaSAR

SIGNAL INTELLIGENCE

HawkEye (Partners), HawkEye³⁶⁰, Radio Frequency

NEXT

CO3D, Zephyr, TerraSAR-X Neo

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DEFENCE AND SPACE

Intelligence Serves Multiple Markets



Defence: ISR, Land & Joint, Air Dominance



Security



Maritime



Oil, Gas, Mining & Energy



Agriculture



Forestry & Environment



Land Admin. & Mapping



Infrastructures & Engineering



Insurance



Finance



Aviation



Mobility & Transportation

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Our customers

- Precision agriculture service providers
- High value crop producing companies
- Institutions managing agricultural policy
- Insurers, reinsurers

Their needs

- Monitor high value crops (trees such as fruits and nuts, grapes, berries)
- Support daily farming operations
- Identify irrigation problems, directed scouting, tree counts and vegetation monitoring
- Research plots where new products and solutions are tested

Lybia, Kufra AlJaouf
Mar 29th, 2022

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Airbus DS portfolio for Agri & Env sustainability

Serving both private and institutional needs



High-resolution
imagery



AI Automatic field
delineation



Crop Analytics of
biophysical metrics



AI Crop Type Identification /
Crop map



Early warning / Anomaly
map



Yield estimation
Irrigation and fertilizer management

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DEFENCE AND SPACE

Supporting Agriculture: Insurance for farmers



Global Pasture Index

GPI (export) / IPP (France)

Providing a reference index allowing insurers to cover farmers against shortages in grassland yield.

Delivering:

Continuous grass growth assessment every 10 days at local scale, over the entire country.

Ensuring sustainability

For cattle raisers, in case of drought. Providing the financial means to buy food for their cattle.

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DEFENCE AND SPACE

Supporting Agriculture: Precision agriculture

Farmstar



Farmstar

Developed by Airbus and Arvalis to provide precision agriculture advices, based on satellite imagery and modelling.

The leader in France

*Over 13 000 farmers.
Around 700 000 Ha of cultures.*

A positive impact

*Optimizing the use of fertilizers.
Helping farmers to maximise their yield.
Enforcing regulation compliance.*

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France, Manonville
March 4th, 2022

Pléiades Neo agriculture



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Differentiators

- Resolution
 - Revisit capabilities
 - Red edge band
-
- Tip & Cue with Airbus constellation

France, Saujon
Jan 24th, 2022

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New Use Cases

- tree count
- high value crops with small field plots : crop trials in micro-plots, orchards, vineyards, tree plantations
- forest degradation monitoring and replanting

France, Manonville
Mar 4th, 2022

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DEFENCE AND SPACE

Accelerate farmer registration with Field Finder automatic field delineation



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Thank you

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German Excellence. Global Relevance.

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CORPS**

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for a better future


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& TERRITOIRES**
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