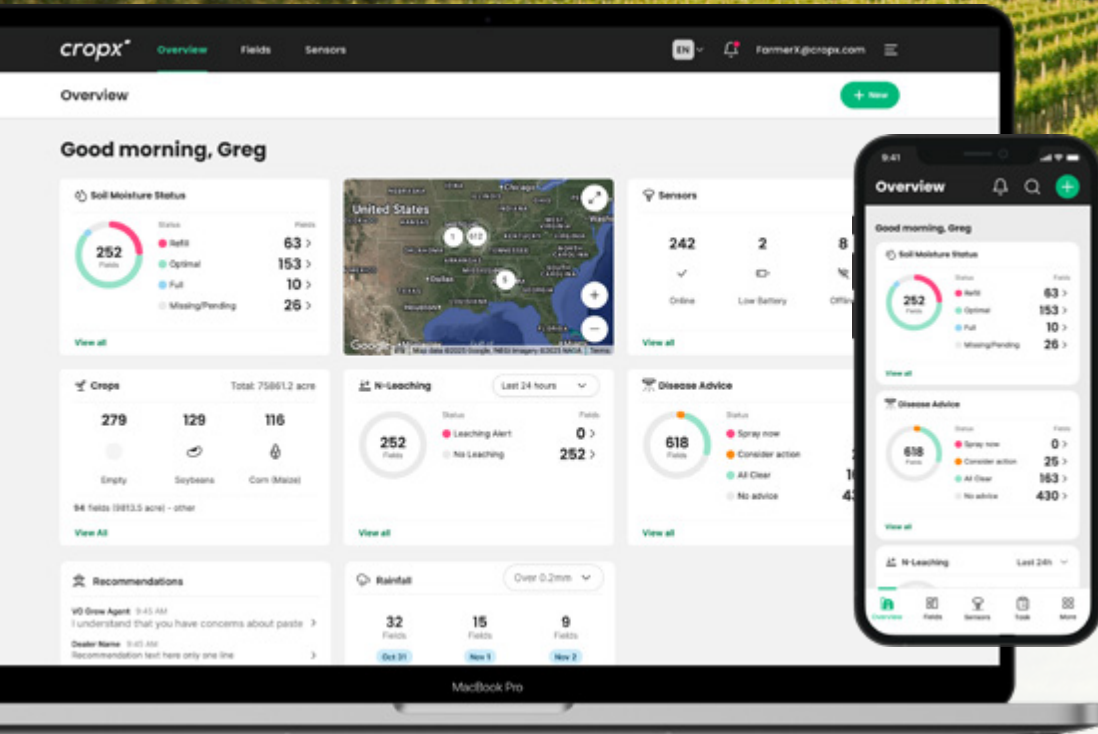




# THE COMPLETE DIGITAL AGRONOMY PLATFORM

PRECISION HARDWARE & SOFTWARE  
DESIGNED FOR A NEW AGE OF FARMING



2025 Product Brochure

# YOU PUT EVERYTHING INTO YOUR FARM

## DON'T LET IT GO TO WASTE

Unlock peak productivity, profitability, and resource efficiency with the complete **CropX digital agronomy platform**. One connected system. Smarter decisions. Stronger results.



### Save on Inputs

Cut input costs without cutting corners. CropX helps you use water, nutrients, and energy more efficiently with precision irrigation tools, nitrogen leaching detection, and variable rate application.

By making smarter decisions faster, you save not just inputs but valuable time in the field. Better for your bottom line. Better for the planet.



### Increase Yields

Grow more with less guesswork. CropX gives you real-time insights into crop health, disease risk, and water use so you can respond faster and keep plants thriving.

From satellite-based monitoring to in-field ET sensors, you stay in control at every growth stage. Healthier crops. Bigger yields. Smarter decisions.



### Farm Sustainably

Reduce your environmental impact without adding complexity. CropX gives you full visibility across your farm, with connected tools to plan, track, and optimize every activity.

Seamlessly integrate with existing equipment and manage your entire operation with enterprise-grade precision. Smarter records. Stronger compliance. Real sustainability.





## THE CROPX SYSTEM

# Precise, Powerful, and Easy

**CropX** is a powerful precision agronomy system that centralizes soil data, in-field data, and satellite data in one easy-to-use software application.

This data is filtered through our own hydraulic, agronomic, crop, and disease models, alongside topography and soil maps, to deliver valuable insights and actionable recommendations.



Create or import fields in seconds



Monitor crop health with satellite imagery



Manage your farm networks across hundreds of sites



Irrigate with precision and confidence



Proactively detect leaching events and salinity stress



Assess disease risk and protect your crops



Track and report farm activity in detail



Connect equipment for seamless data exchange



Master variable rate application with powerful features

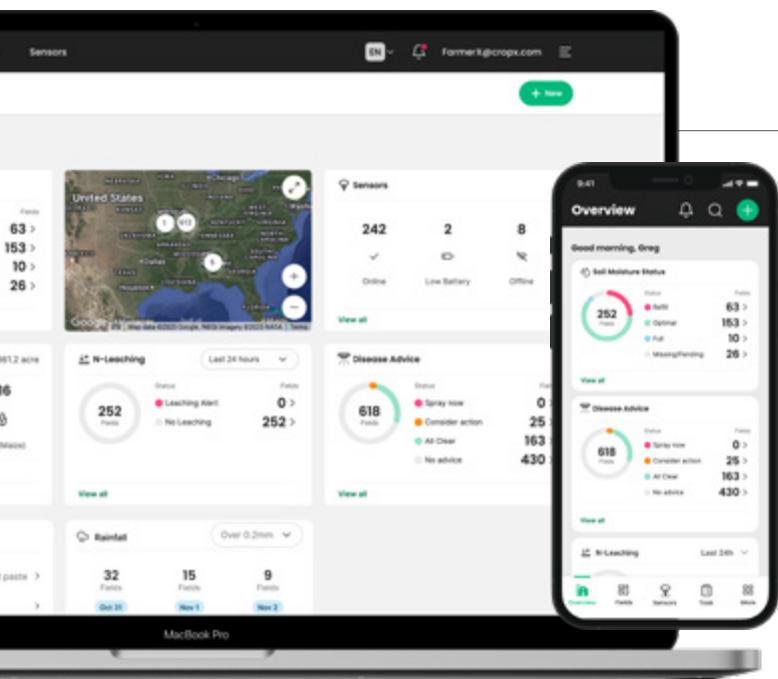


Refine irrigation decisions with real-time evapotranspiration

## THE CROPX SYSTEM

# Hardware & Integrations

Power agronomic insights with a wide array of data sources, including integrations with other platforms and hardware.



## CROPX SOFTWARE

Access key agronomic data and insights



### CROPX EVATO 1 (ET1)

Actual evapotranspiration sensor



### CROPX STRATO 1 (ST1)

All-in-one weather station



### CROPX TELEMETRY 2 (TD2)

Field data gateway



### CROPX RIVO 1 (RG1)

Rain gauge



### CROPX VERTEX 4 (V4)

All-in-one smart soil sensor

# Field Tested & Trusted

Founded in 2014, CropX is one of the fastest growing providers of precision agronomic management solutions in the world. Our expertise is grounded in farming, agronomy, hydrology, machine learning, engineering and tech.

**2,000+**  
FARM DEPLOYMENTS

**180+**  
MACHINERY CONNECTIONS



**15,000+**  
SENSOR DEPLOYMENTS

**80+**  
CROP TYPES SUPPORTED



## CropX Product Development Principles

We draw on the practical knowledge of our farmer-employees, founders and customers to deliver:



### AGRONOMIC VALUE

Using accurate and robust data sets to provide impactful agronomic insights and advice to help farmers optimize yields and minimize resource use



### SIMPLE SOLUTIONS

Developing clear and easy-to-use solutions that are accessible for every farm and attuned to the needs of large-scale agribusiness



### CONNECTED DATA

Connecting and activating farm data to create solutions, transparency, and traceability for the benefit of the farmer, ag supply chain, consumer and planet





# Low Water, High Yields: A California Citrus Success Story

Fifty trees were chosen to test how the Grower's practices compared to CropX irrigation advice. Control trees were irrigated using a sprinkler system and a separate, automated irrigation system was installed for trees irrigated using the CropX irrigation advice.



**15%**

**YIELD INCREASE**



**68%**

**WATER USE REDUCTION**





# CROPX SOFTWARE

## FOR iOS, ANDROID, AND DESKTOP

### Additional information

- At least 5.73 mm of additional soil water is needed to achieve optimal soil water status, and there is currently storage capacity for up to 42.34 mm of additional irrigation and rain water.
- In some crops, intentional crop drying practices are sometimes needed. Dry soil conditions may be desirable in those certain situations

Irrigate now

### Soil moisture status

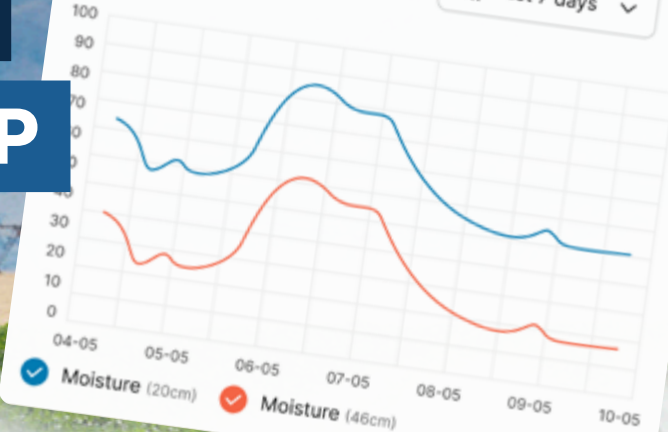
See moisture trends in your soil profile in the past 7 days. Choose a graph to show detailed sensor data.

My cool sensor 1 (V123545)



### Soil moisture

% VWC



### Soil Water Deficit

5.3 mm  
Current deficit

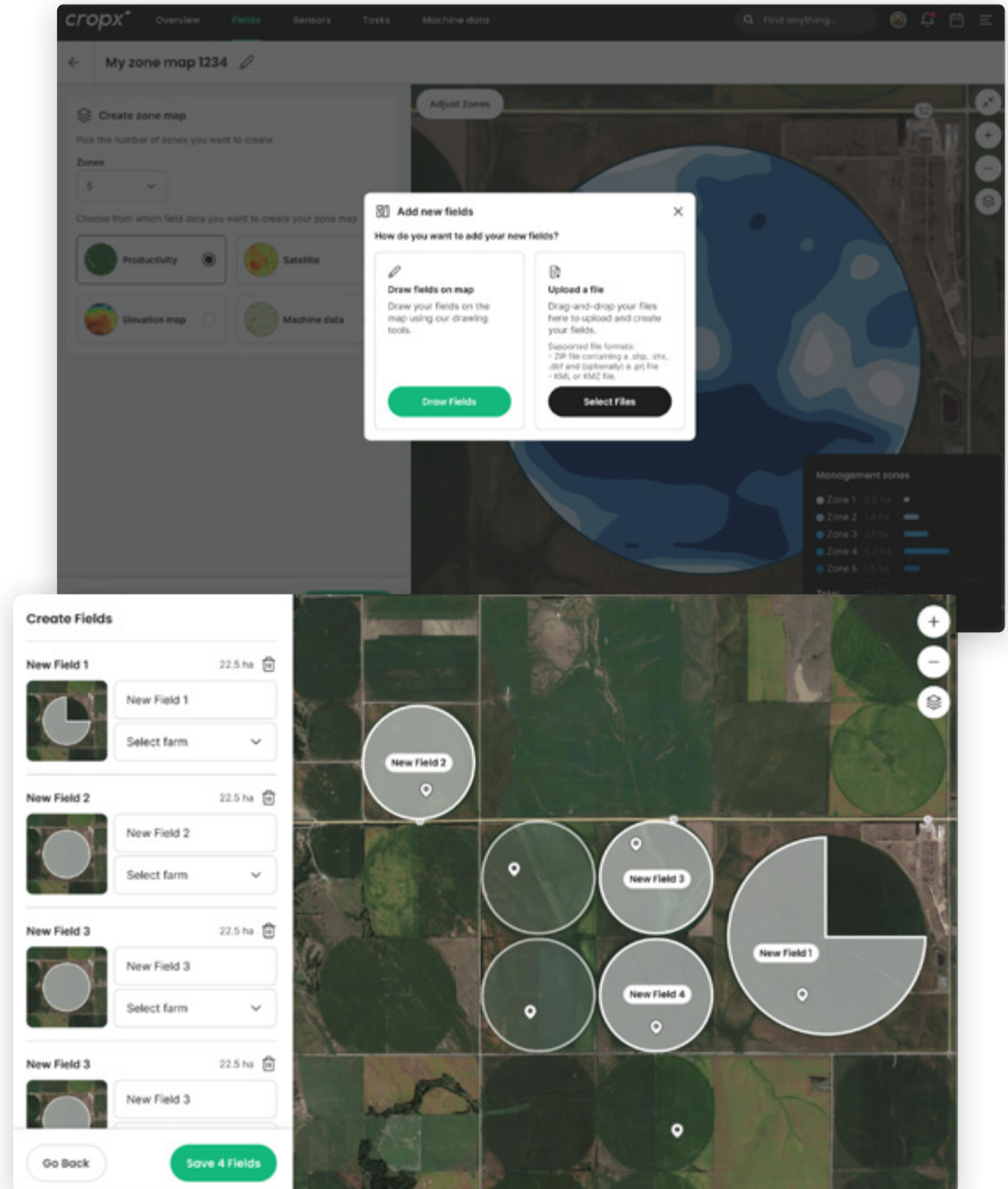
12.3 mm  
Average deficit



# Create or Import Fields in Seconds

Import, drag-and-drop, or draw your own

- Bulk import full farm and field hierarchy from John Deere Ops Center or Climate FieldView
- Drag and drop any shape file
- Create from as-planted machine data
- Land parcel boundaries from European cadastral data
- Draw your own
- Auto detect soil zones and layers from local geological survey data

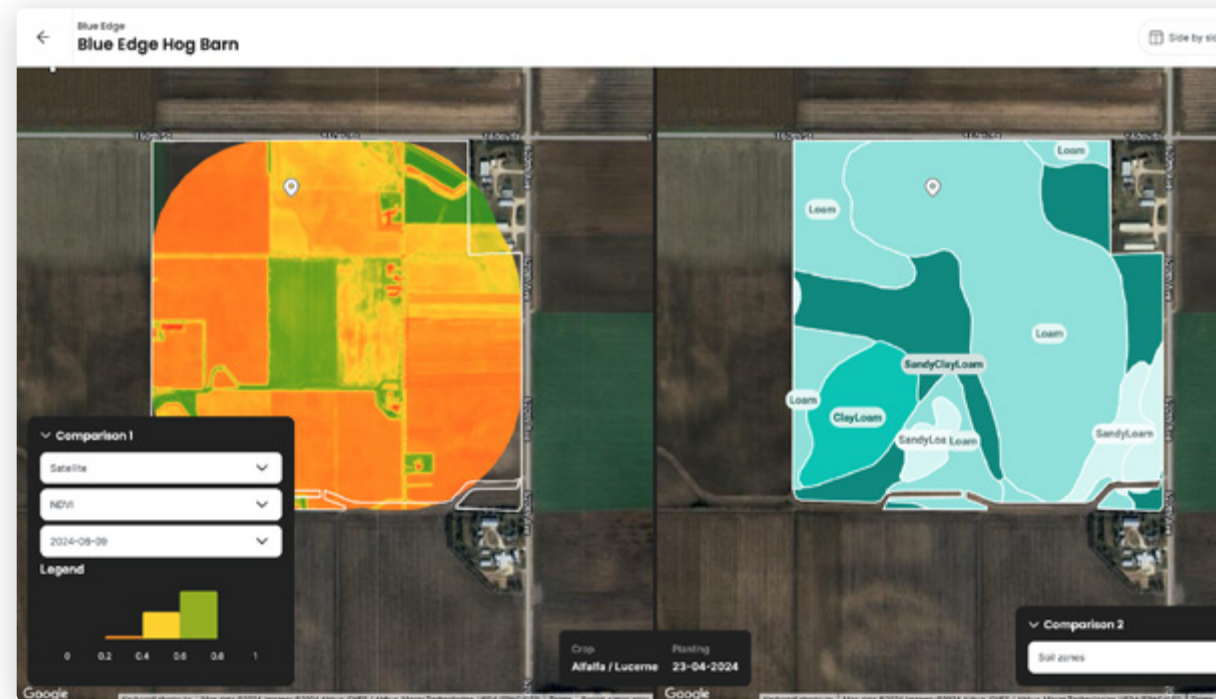
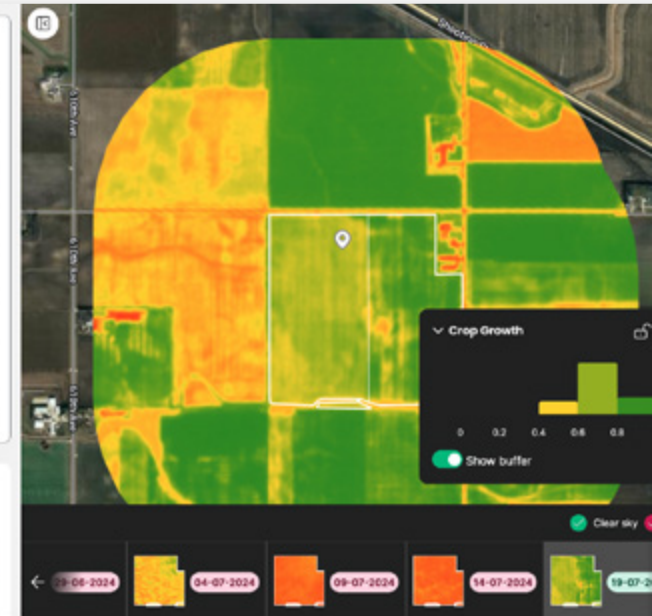
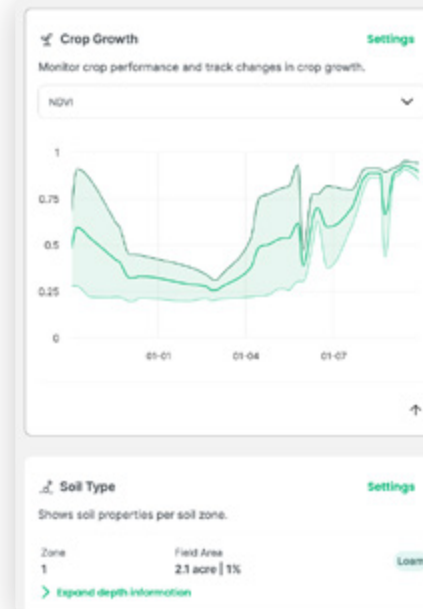




# Monitor Crop Health with Satellite Imagery

NDVI, SAVI, NDMI indices and True Color maps

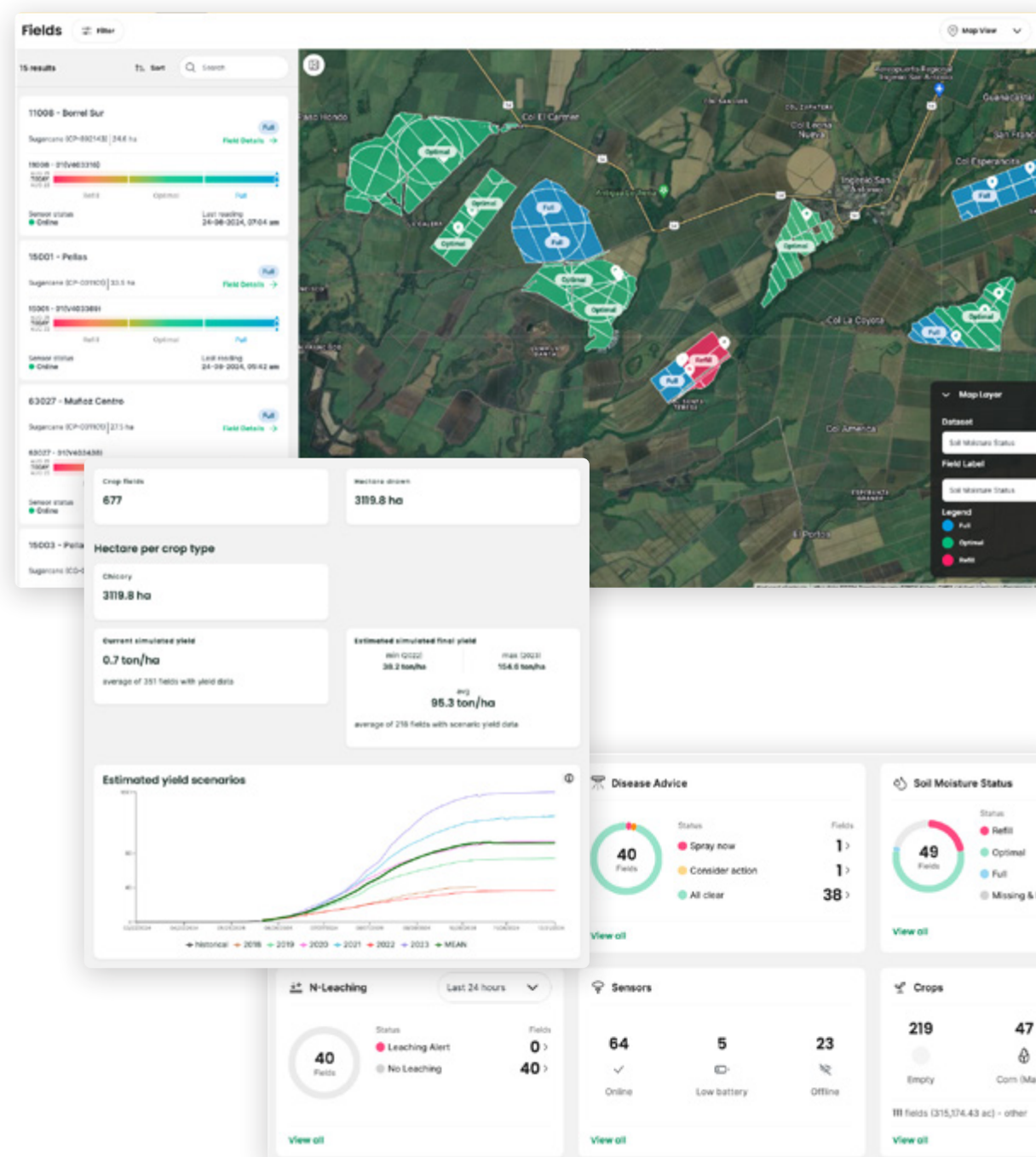
- Multi-year, multi-spectral satellite imagery (Sentinel-2, Landsat)
- 10 year historical productivity
- Detect in-field variability and issues
- Compare and contrast with any geospatial data
- Quickly add points of interest for scouting
- AI-based cloud detection



# Manage Your Farm Networks Across Hundreds of Sites

Enterprise-grade crop, device, and data management

- Global agronomic overview of all managed farms and fields
- At-a-glance crop and field health status and KPIs across hundreds of sites
- Designed for dealers and agribusinesses for crop, device, and data management at scale
- Custom KPIs and dashboards on demand





# Irrigate with Precision & Confidence

Assess, forecast, and fine-tune irrigation plans

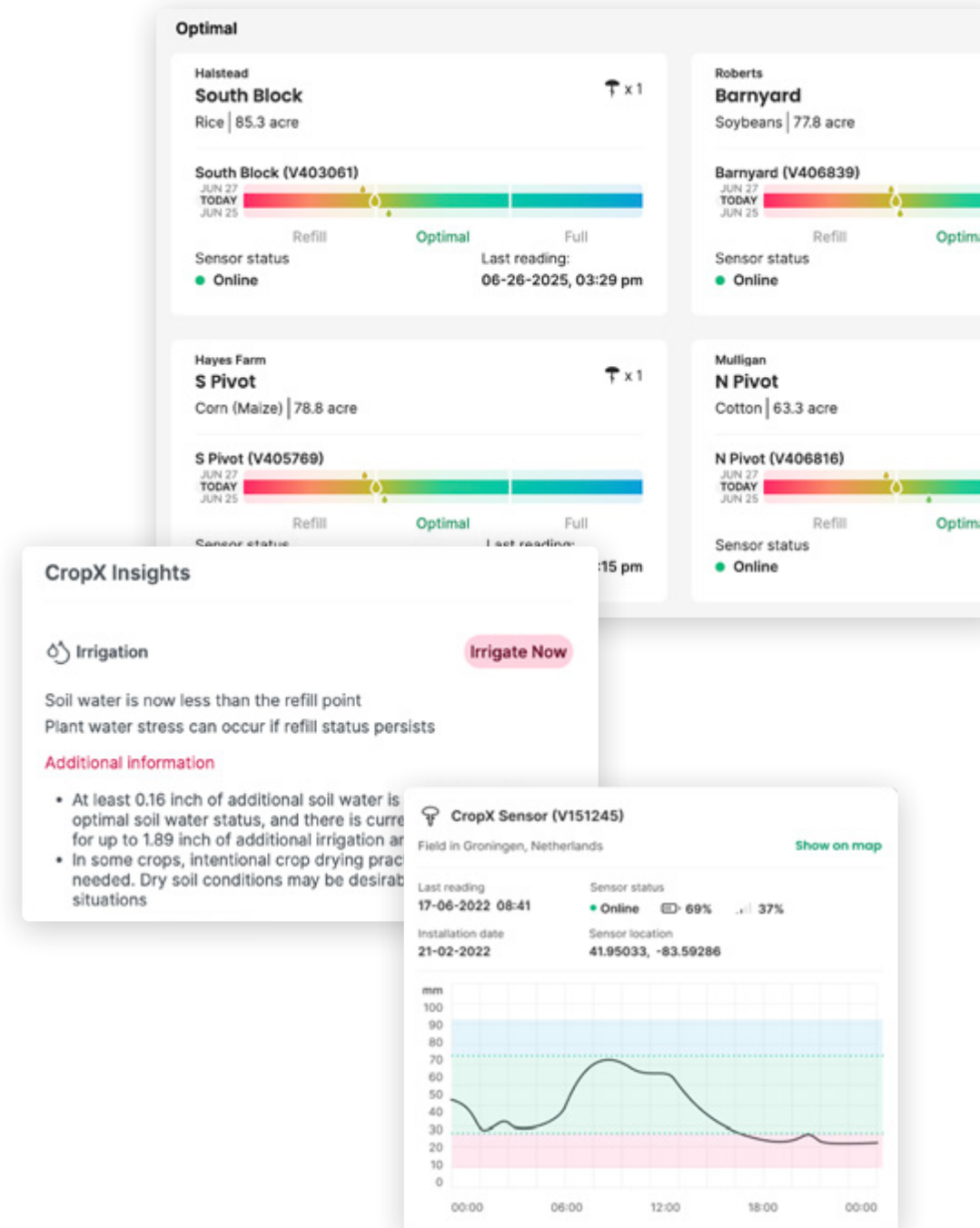
- Works with CropX or third-party soil sensors (Sentek, EnviroPro, Aquacheck)
- Autonomous and continuous field capacity detection and set point calibration
- Per depth and field level moisture status
- Forecast based on crop model (Kc), weather, rainfall and predicted water usage
- Precise, system-specific irrigation recommendations (pivot, drip, sprinkler)

## Required Hardware



### CROPX VERTEX 4 (V4)

All-in-one smart soil sensor



# Proactively Detect Leaching Events & Salinity Stress

## Continuous monitoring and reporting with CropX Vertex 4

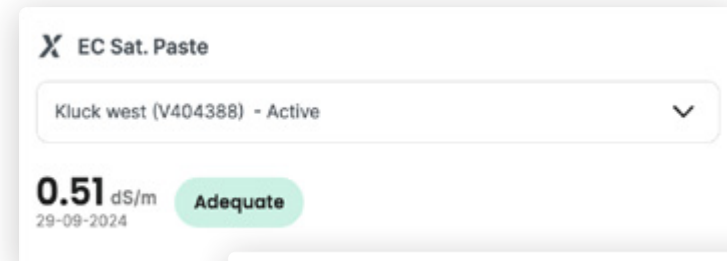
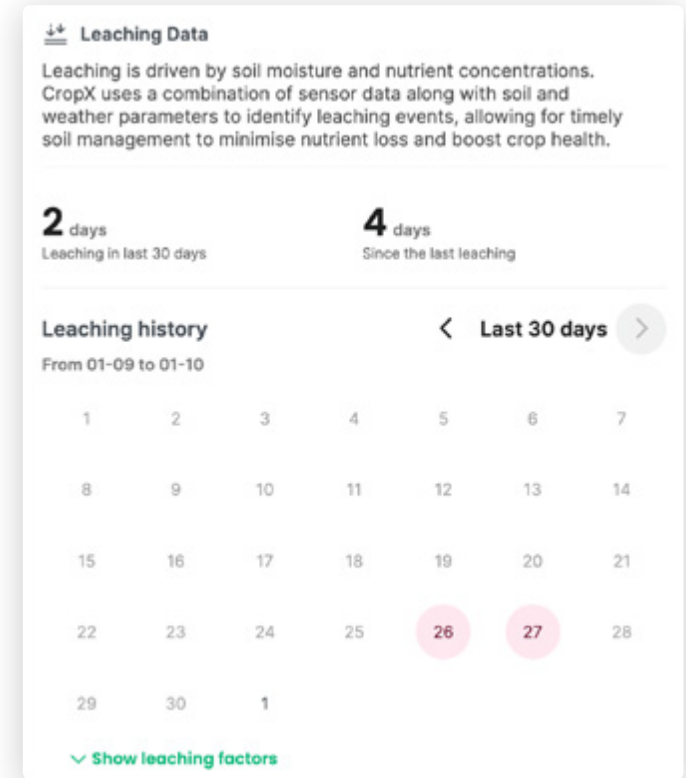
- Requires CropX soil sensor (with multi-depth moisture and EC)
- Determination of current soil salinity and stress level as well as crop-specific optimal range (EC saturated paste method)
- Continuous monitoring and reporting of leaching events
- Proactive alerts of over-irrigation or rainfall driven leaching events to adjust irrigation strategy
- Quickly add fertilization tasks to restore lost nutrients

## Required Hardware



### CROPX VERTEX 4 (V4)

All-in-one smart soil sensor



**Fertilization Tasks**

Date	Product type	N Rate (lb N/ac)	Product rate (lb/ac)	
06-08-2024	Urea ammonium nitrate (UAN 32) (32%)	30	93.75	👁


+ Add Application



# Assess Disease Risk & Protect Your Crops

## Disease risk detection and spraying recommendations

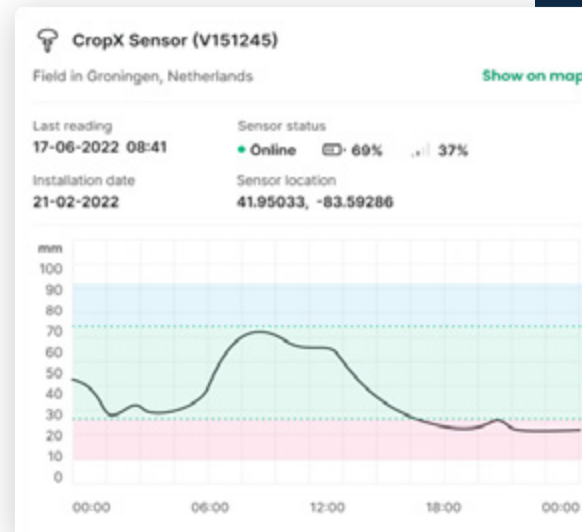
- Proprietary disease models in production worldwide and tuned for 15+ years
- Risk detection of over 50 fungal diseases, tested and validated for 10+ years
- No sensor required
- Crop protection product type and optimal spray timing recommendation
- Quickly schedule and send spraying tasks to machines
- Detailed record keeping of products, concentrations and quantities used (including when and where)


 **Disease application records**  
Application records info here

Fungicides	Product rate	Date
Revus	1.0 Kg/Ha	08-11-2022
Curzate M	1.0 Kg/Ha	08-11-2022
Revus	1.0 Kg/Ha	08-11-2022
Revus	1.0 Kg/Ha	08-11-2022
Zorvec	1.0 Kg/Ha	08-11-2022


[Show more](#)

[+ Add Application Event](#)




  
**Apple**  
Apple scab

  
**Asparagus**  
Leaf spot

  
**Beetroot**  
Remularia leafspot  
Beet leadspot


  
**Bell Pepper**  
Alternaria  
Leveillula  
Grey mold

  
**Broccoli**  
Headrot  
Downy mildew  
White rust

  
**Carrot**  
Alternaria  
Cercospora  
Sclerotinia  
Powdery mildew


  
**Celery**  
Septoria


  
**Coriander**  
Septoria

  
**Corn**  
Common rot  
Grey leaf spot  
Northern leaf blight


  
**Endive**  
White mold

  
**Grapes**  
Grey mold  
Powdery mildew  
Downy mildew

  
**Leeks**  
White tip  
Alternaria  
Rust

  
**Lemon**  
Brown rot  
Melanose  
Black rot  
Guignardia


  
**Lettuce**  
Downy mildew

  
**Onion**  
Downy mildew  
Botrytis  
Neckrot  
Purple blotch  
White tip  
Leaf spot

  
**Peas**  
Ringspot  
Alternaria  
White rust/blister  
Powdery mildew

  
**Potato**  
Late blight  
Early blight  
White mold  
Grey mold

  
**Rapeseed**  
White rot

  
**Strawberry**  
Blue/grey mold  
Powdery mildew

  
**Sunflowers**  
White mold

  
**Soybean**  
Asian soybean rust  
White mold

  
**Tomato**  
Late blight  
Blue/grey mold  
Alternaria

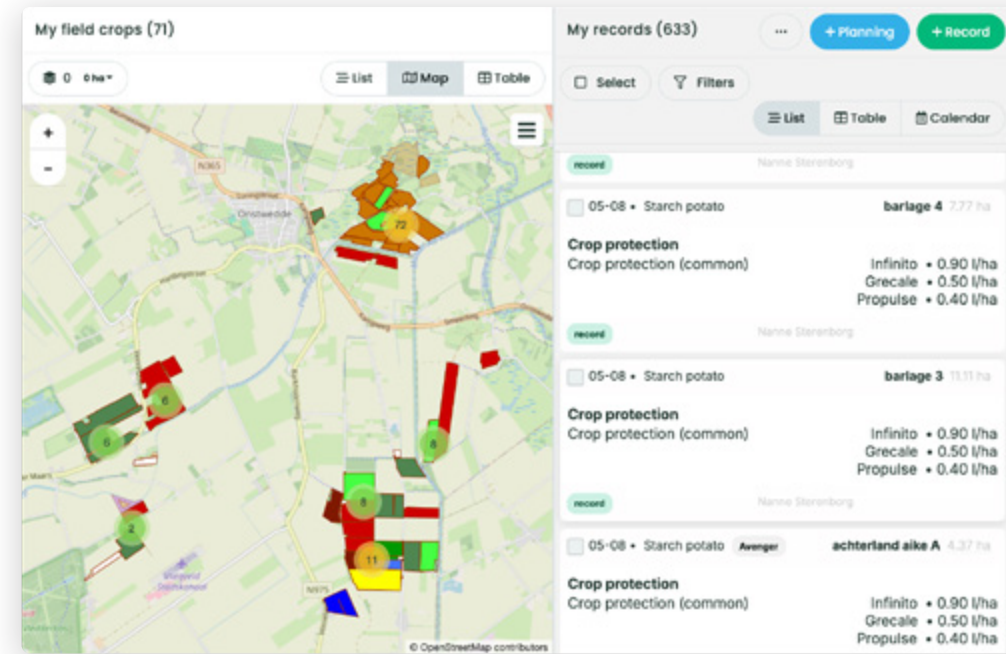
  
**Tulip**  
Botrytis

  
**Winter wheat**  
Septoria tritici blotch

# Track & Report Farm Activity in Detail

Holistic farm planning and detailed record keeping

- Plan (and replan) your farm's entire season holistically
- Record every farm activity, with products used, quantities, rates, and costs for regulatory and contractual reporting (e.g. to food processor)
- Allocate tasks to staff members and machines
- Get warnings for non-permitted input use based on extensive database and business rules



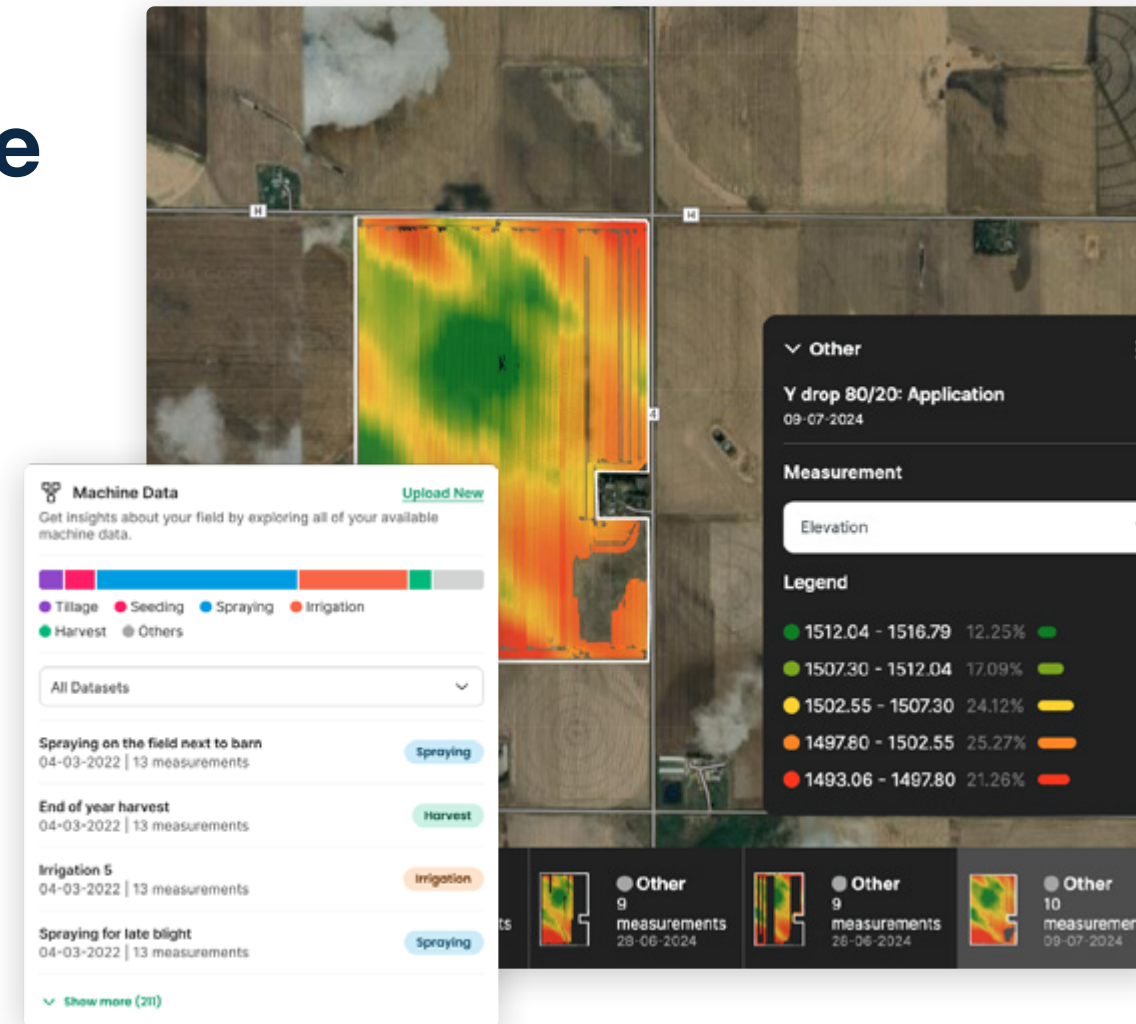
The screenshot shows the 'New record' form in the CROPX software. The form is divided into several sections: 'Where?', 'When?', 'Crop protection', and 'Product'. The 'Where?' section has a dropdown for 'add a crop field' and a list of 'Added crop fields' including 'achterland alke A' (4.37 ha) and 'barlage 1' (6.77 ha). The 'When?' section has fields for 'Date and time' (10/09/2024 2:08 AM), 'Duration' (01:00), 'Labels', 'Applier' (Arie Nonkes), 'Employees' (Select staff), and 'Machines' (Front zaaiank Lemken, Fendt Vario Tractor, 828 S4 (TER-09-D), GRIMME GL 430). The 'Crop protection' section has a dropdown for 'Method' (Crop protection (common)), a field for 'Quantity of water' (l/ha), a dropdown for 'Nozzle type' (Agrifac HTA D2-21), a field for 'Safety term (days)' (3), a dropdown for 'Growth stage' (2-leaf stage), and a dropdown for 'Purpose' (fungicide). The 'Product' section has a dropdown for 'Product' (Relant 16459 N), a field for 'Dosage/ha' (87), and a field for 'Total' (9691800). The form has 'Cancel' and 'Save' buttons at the bottom right.



# Connect Equipment for Seamless Data Exchange

Data connections with all major farm equipment

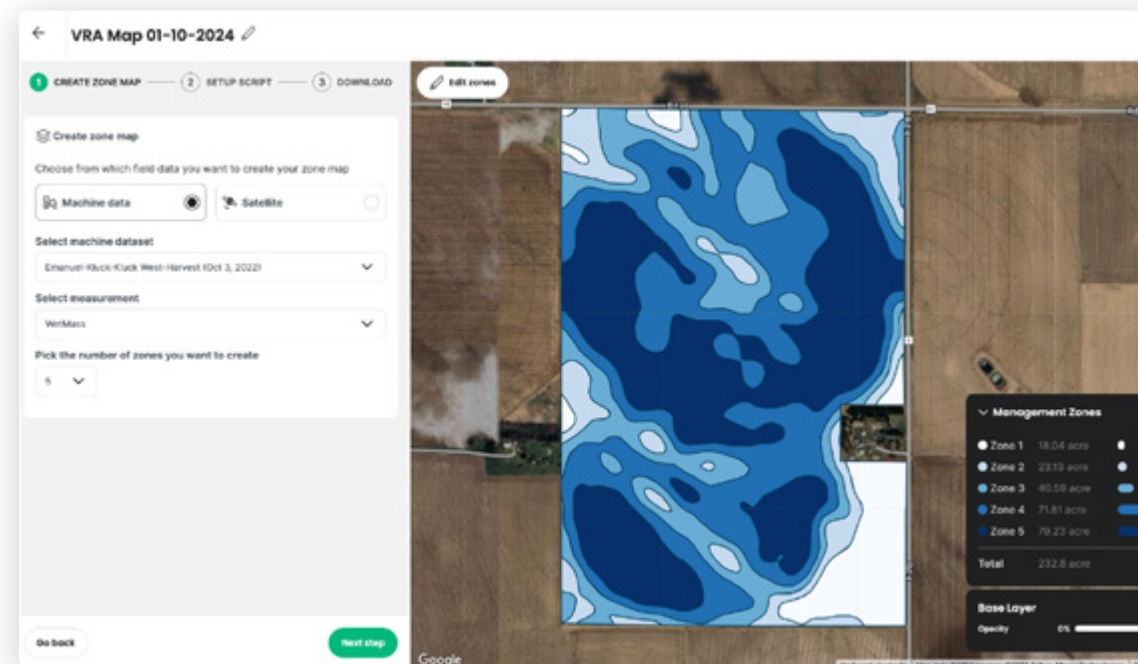
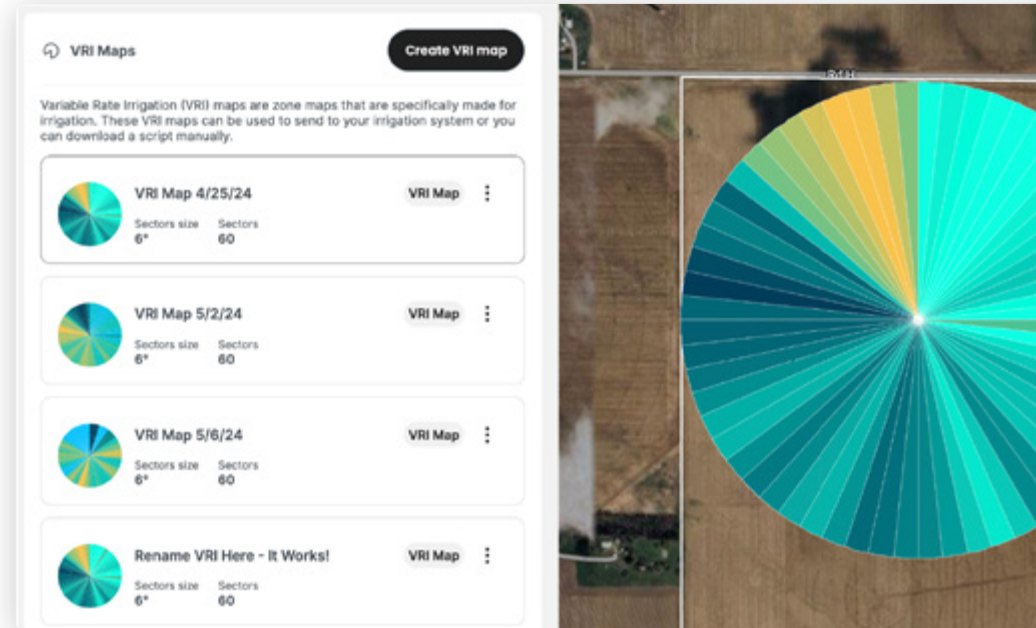
- Connect to multiple OEM (original equipment manufacturer) accounts to enable seamless data exchange
- Pull machine data and as-applied events into CropX
- Push tasks and prescription maps (variable rate seeding, spraying, etc.) to machines
- Correlate farm activities to crop outcomes
- Wireless send to John Deere machines
- Native integrations via standard APIs



# Master Variable Rate Application with Powerful Features

From seeding and fertilization to irrigation and crop protection

- Create management zones and reusable prescription maps based on any common data layer: machine passes, satellite imagery, soil maps, etc.
- Send seamlessly to almost any OEM (original equipment manufacturer) wirelessly or via file transfer
- Use advanced geospatial tools to locate areas of below/above average application within your field, including soil potential maps to pinpoint long-term weak spots





# Refine Irrigation Decisions with Real-Time Evapotranspiration

Affordably measure actual ET with **CropX Evato 1 (ET1)**

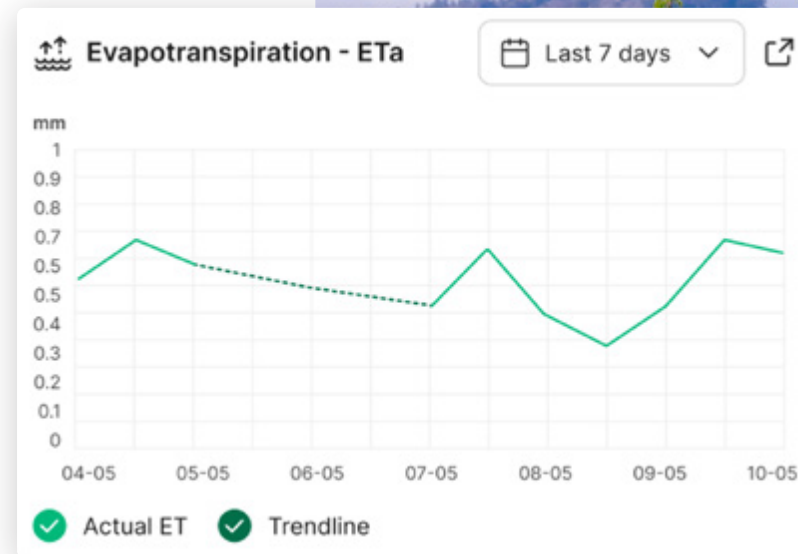
- World's first and only solution for direct in-field measurement of actual ET of your crops, at an affordable price
- Track crop water usage, stress, and canopy growth in real time to refine irrigation decision making in late stage development

## Required Hardware



### **CROPX EVATO 1 (ET1)**

Actual evapotranspiration sensor





# How Banana Growers Stay One Step Ahead of Leaching Events

Banana growers in the Middle East use CropX to manage irrigated and rain-fed banana plantations. In addition to using the CropX system to manage irrigation, users track nitrogen movement in the soil for more precise fertilizer applications to avoid runoff and leaching.



**27%**

**YIELD INCREASE**



**15%**

**FERTILIZER SAVINGS**





# **CROPX HARDWARE & SENSORS**





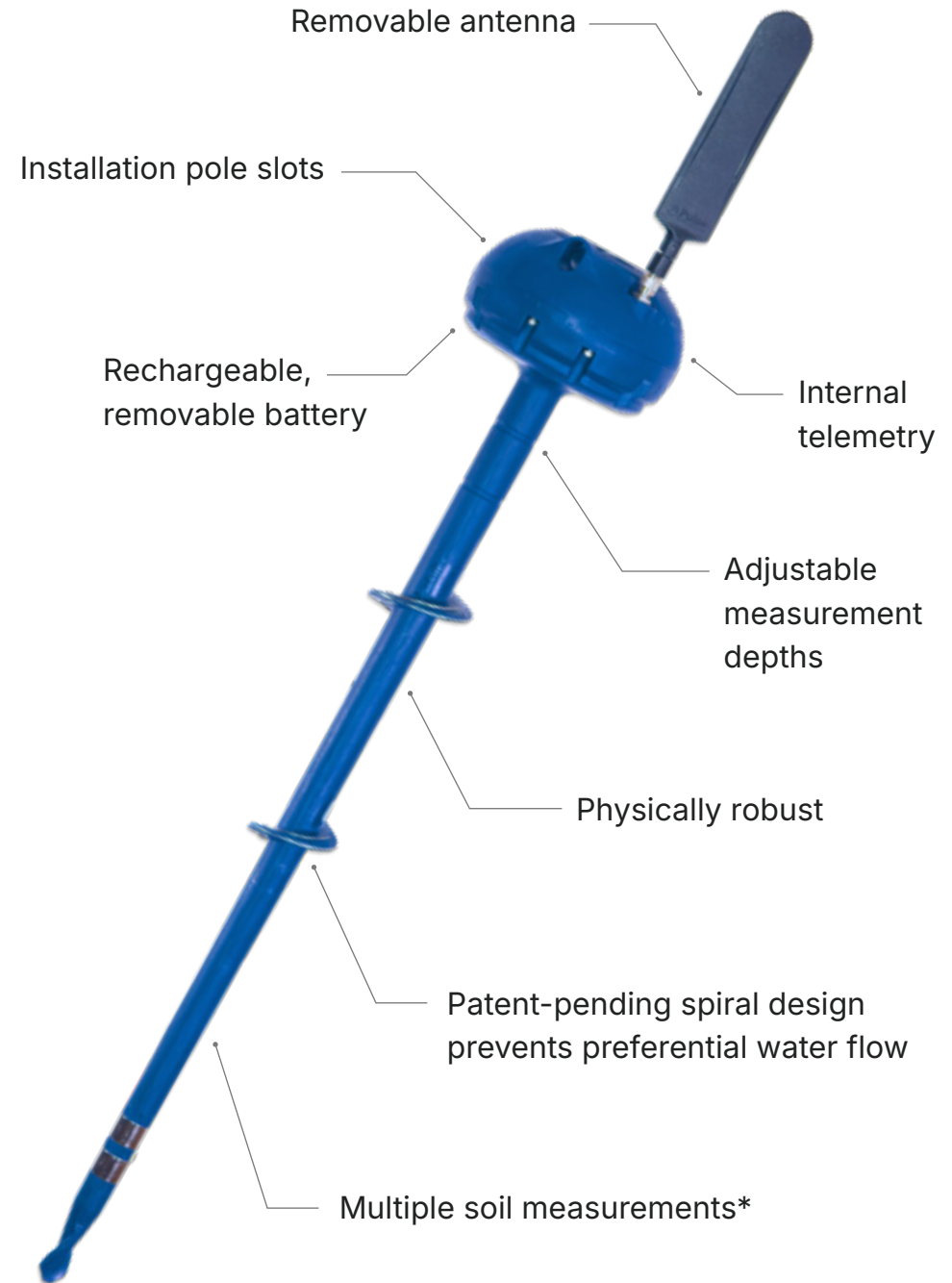
# CropX Vertex 4 (V4)

## All-in-one soil sensor

The **CropX Vertex 4** is a simple, innovative and cost-effective solution for irrigation management and nutrient monitoring across any crop type or irrigation practice.

The predictive soil data captured by the hardware, combined with an industry-leading agronomic software platform, makes the **CropX Vertex 4** part of the most user-friendly, powerful, and effective agronomic farm management platform on the market today.

*\* 66 centimeters (26 inches) with 3 sensors and virtual sensing every 10 centimeters (4 inches), enabling VWC, EC, and soil temperature measurement at 9 possible depth configurations.*



## CROPX VERTEX 4 DATA COLLECTION

Intervals of data measurement and transmission to CropX cloud can be remotely configured and adjusted to each crop's unique needs. Data is geo-tagged based on GPS coordinates creating geospatial time series for all measured data.



### MOISTURE

Measurement of volumetric water content (VWC) values via ADR sensors. Moisture values are converted from electric impedance to VWC levels using a proprietary self-calibration method. Moisture values have an accuracy of +/- 0.5% across a range of 0-60% VWC.



### TEMPERATURE

Measurement with an accuracy of +/- 1 °C (+/- 2 °F) (max) and an operating range of -10 °C to 70 °C (14 °F to 158 °F). Each unit also measures the internal temperature of the unit above ground, which can help with increasing the precision of weather data.



### ELECTRICAL CONDUCTIVITY (EC)

Measurement in decisiemens/m, with an operating range of 0-5 decisiemens/m (bulk), representing the soil salinity level, which can be used to manage crop salinity regime.



## CROPX HARDWARE

# CropX Evato 1 (ET1)

## Actual ET sensor

With actual ET data from the **CropX Evato 1**, growers can now access direct measurements to determine the Actual Evapotranspiration (ETa) of a crop.

Track field-specific crop water use over a broad area in real time! When ET sensors and soil sensors are used together, the CropX Irrigation Planning capability offers the most complete picture of field water movement.

## CROPX ACTUAL ET PROVIDES:

**Actual Evapotranspiration (ETa) data:** CropX ET sensors measure and monitor the water use of your crop daily, in real time. ETa is measured over a broad area of your field.

**Water Use and Availability Monitoring:** With crop water use data plus soil water availability monitoring from soil sensors, you can confidently make precise, profitable, and responsible irrigation decisions.

## Additional Required Hardware



### CROPX TELEMETRY 2 (TD2)

Field data gateway



Easy-to-remove thermocouple

Protective steel wire cage

Pivot or field mount options



## NOT ALL ET REPORTS ARE CREATED EQUAL.

Traditionally, growers use imprecise methods like Reference ET, Model ET, and Crop ET to deliver agronomic recommendations. The **CropX Evato 1** uses Actual ET (ETa) to make precise recommendations that drive real results.

**MOST  
ACCURATE**

### **ACTUAL ET (ETa)**

The actual water use of a specific field, measured directly in real-time.

**MORE  
ACCURATE**

### **MODEL ET**

Uses satellite-based infrared sensing methods to approximate actual ET (ETa) by relating air temperature changes to canopy temperatures. These methods are only accurate when continuously calibrated with Actual ET sensors.

**LESS  
ACCURATE**

### **CROP ET (ETc)**

ET<sub>a</sub> multiplied by a crop coefficient (K<sub>c</sub>). Used to estimate the water use of a specific crop type that has no water stress.

**LEAST  
ACCURATE**

### **REFERENCE ET (ET<sub>o</sub>)**

The total water use of a well-watered lawn. This information is available through many weather service websites, apps, and radio reports.

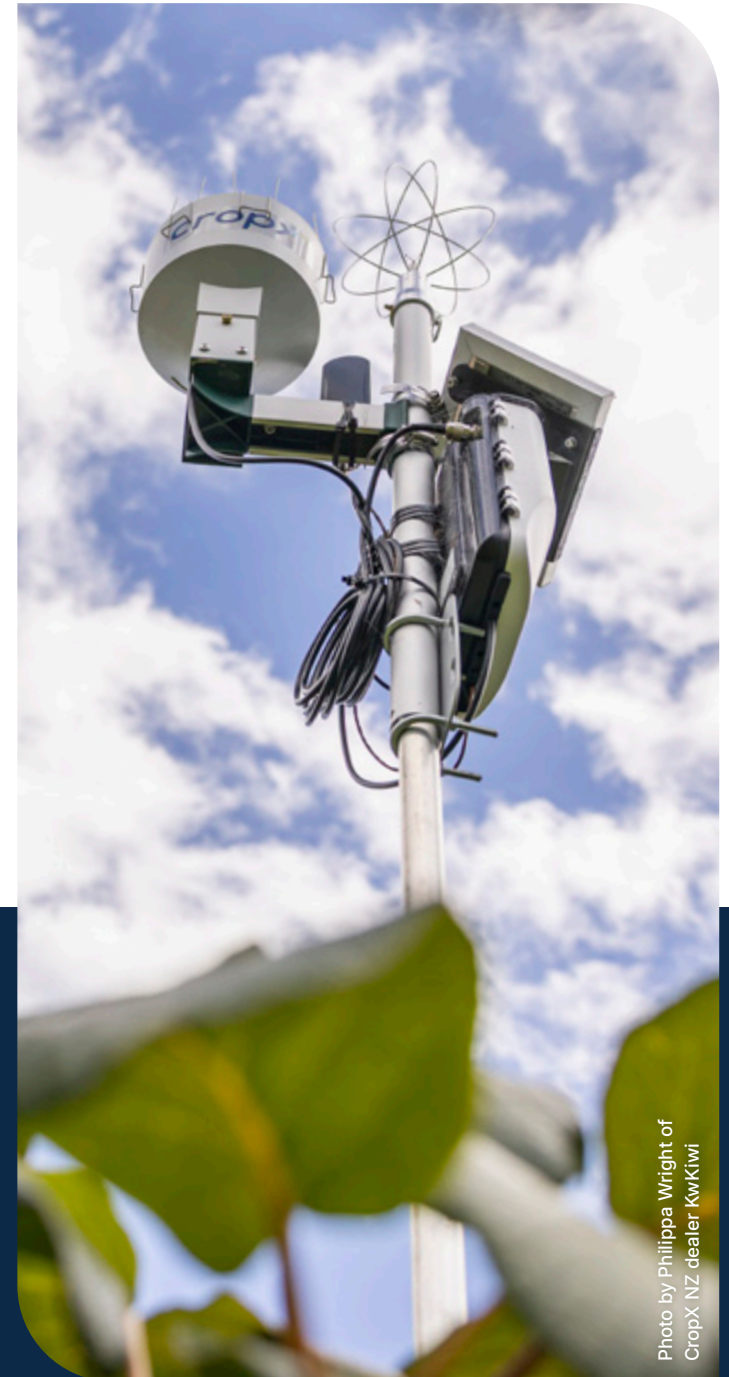


Photo by Philippa Wright of  
CropX NZ dealer Kwikwi

## CROPX HARDWARE

# CropX Strato 1 (ST1)

## All-in-one weather station

The **CropX Strato 1** weather station measures temperature, humidity, wind speed, wind direction, rainfall, and solar radiation to bring cutting-edge precision to your farm, empowering you with real-time hyper-local weather data you can rely on. The all-in-one station comes pre-assembled with all the sensors, power, and connectivity included in a compact package ready to mount.

With high-quality, high-precision components that have been field tested for 10+ years worldwide, we give you peace of mind that your reliable weather station will withstand the harsh elements year after year after year.

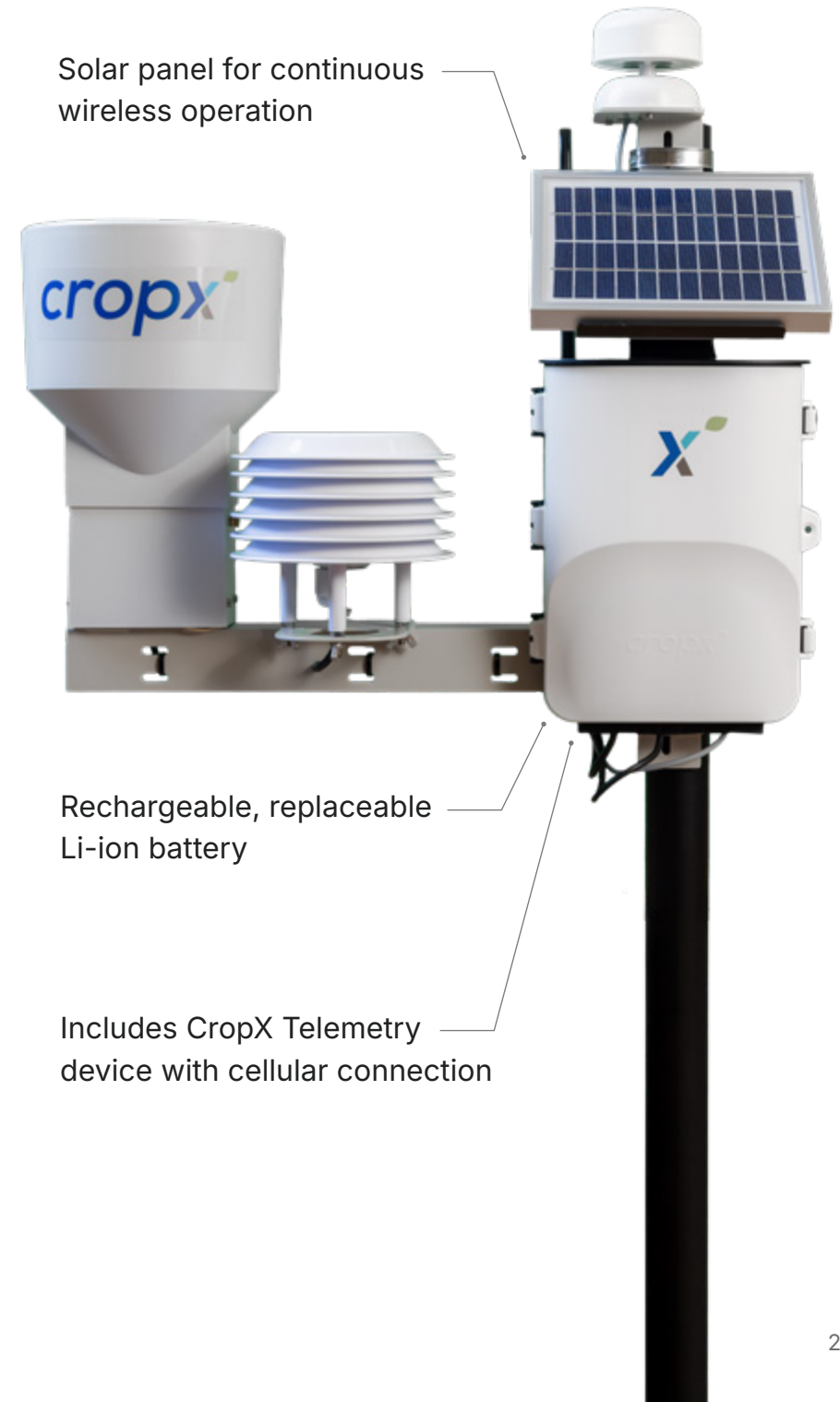
An all-inclusive and affordable annual subscription provides seamless integration into the CropX platform and world-class support.

## Additional Required Hardware



### CROPX TELEMETRY 2 (TD2)

Field data gateway



## KEY FEATURES & SPECIFICATIONS

- **Temperature:** -40 °C (-40 °F) to 85 °C (185 °F) range with  $\pm 0.2$  °C ( $\pm 0.36$  °F) accuracy
- **Humidity:** 0% to 100% range with  $\pm 1.8\%$  accuracy
- **Wind Speed:** 0.5 to 45 m/s with  $\pm 0.1$  m/s accuracy
- **Wind Direction:** 0° to 359° with  $\pm 1^\circ$  RMS at 10 m/s
- **Rainfall:** 0.2 mm per spoon tip with  $\pm 2\%$  accuracy tip
- **Solar radiation:** derived from DTN satellite service
- **Measurement interval:** every 5 to 15 min (configurable)
- **Upload interval:** every 15 to 60 min (configurable)
- **Connectivity:** Includes CropX Telemetry device with cellular connection
- **Power:** Rechargeable, replaceable Li-ion battery with solar panel for continuous wireless operation



## SIMPLE 4-STEP INSTALLATION PROCESS

### STEP 1

#### Install Pole

Place the pole in the ground at a height of 2 meters or 6.5 feet for optimal performance and accurate weather data.

### STEP 2

#### Mount Strato 1

Use the included clamps to firmly attach the **CropX Strato 1** to the pole, ensuring it stays in place, regardless of the weather.

### STEP 3

#### Attach Rain Gauge

Simply pop on the rain gauge cone. No extra tools required!

### STEP 4

#### Scan QR Code

Scan the QR code on the **CropX Strato 1** to link the weather station to your CropX farm and fields. You're all set!



# CropX Rivo 1 (RG1)

## Rain gauge

The **CropX Rivo 1** connects rainfall data to the CropX agronomic farm management platform via the **CropX Telemetry 2 (TD2)** device. This combination provides users with a cost effective solution for increasing data connectivity and generating agronomic insights. Knowing the exact rainfall helps you make data-based decisions at the field level.

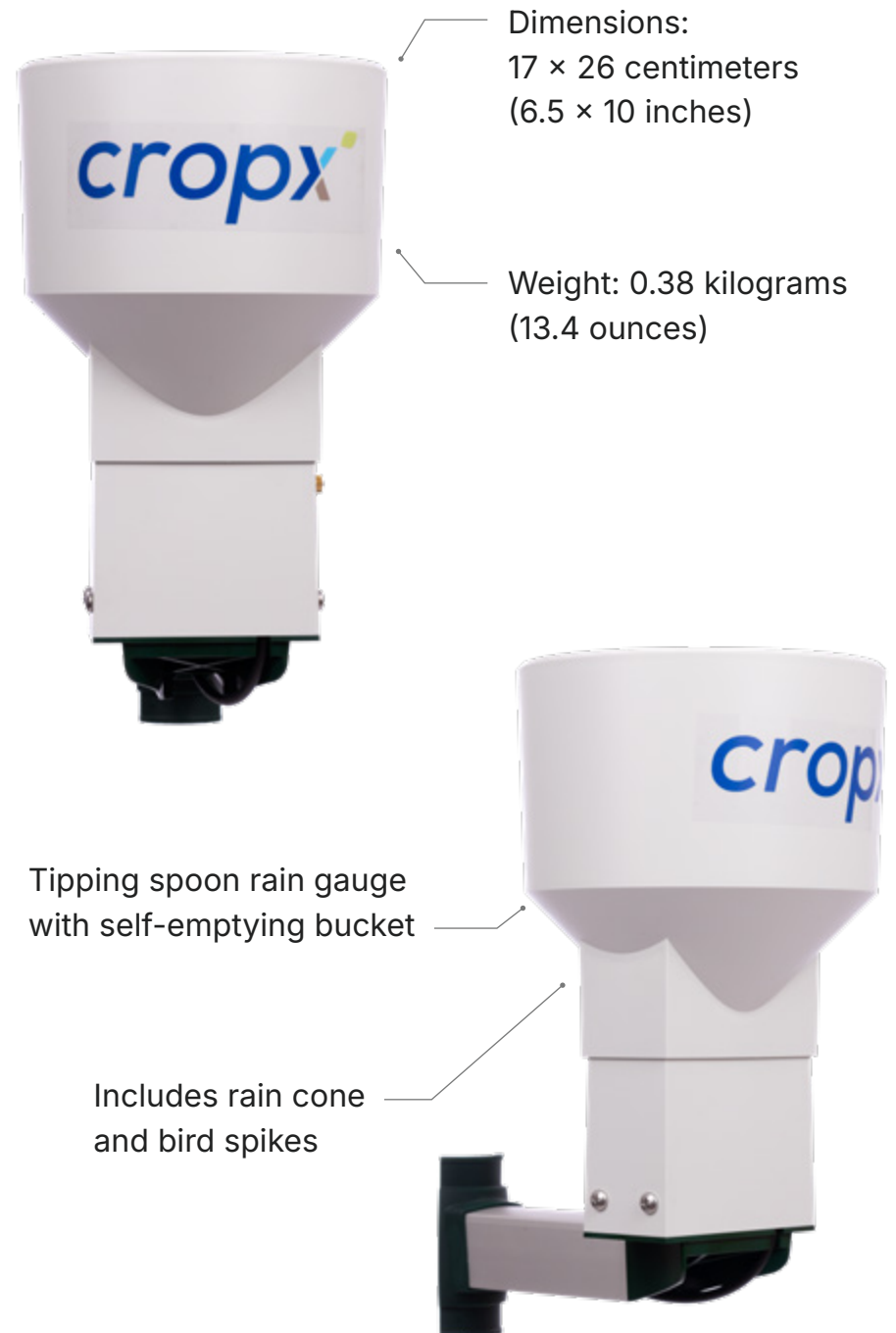
The **CropX Rivo 1** is easy to install and activate. It features a season-long\* battery life and can be fitted with an optional solar panel for year-round operation. In addition, it allows for connecting to a wide range of supplemental sensors.

## Additional Required Hardware



**CROPX TELEMETRY 2 (TD2)**  
Field data gateway

*\* Depending on crop/season length and configured communication interval*



# CropX Telemetry 2 (TD2)

## Field data gateway

The **CropX Telemetry 2** lets customers connect CropX sensors with the powerful CropX solution. It also allows customers to connect with third-party sensors, including a variety of soil moisture sensors and rain gauges.

Data collected from connected devices is fed into the CropX system, allowing users to access data visualizations and agronomic advice from their desktop or mobile devices.

## CROPX TD2 CONNECTIONS

Each CropX telemetry device has two SDI-12, two pulse and one current loop (4-20 mA) input(s) available to connect the following devices:

SOIL SENSORS	RAIN GAUGES	OTHER DEVICES
Sentek	CropX	Flow meter
EnviroPro	Davis	Effluent pond level meter
Aquacheck		Pump switch





# Keeping a Sensitive Crop in Balance, Worldwide

Growers across 3 continents used the irrigation and nutrition management capabilities of CropX to manage sugarcane, which is highly sensitive to both under- and over-watering. Nitrogen management is critical as well, to avoid leaching and soil build up.



**70%**  
AVERAGE YIELD  
INCREASE



**GLOBAL**  
PROFIT DRIVER ACROSS  
SOUTH AMERICA, AFRICA,  
AND AUSTRALIA



# 3 STEPS TO PRECISE, POWERFUL INSIGHTS

Whether you're managing 20 farms or just one, getting set up on the CropX platform hardly requires lifting a finger. **Here's how to do it:**

## STEP 1

### Get the App & Create a CropX Account

Download the CropX app from your device's app store, then create a CropX account from the app's home screen.

## STEP 2

### Set Up Your Fields within the CropX App

Quickly and easily create your field(s) in the CropX app. You'll start seeing satellite imagery and other data almost immediately.

## STEP 3

### Install Sensors & Connect to Farm Machines

Deepen the insights available to you in the app by installing CropX sensors and connecting to other farm machinery.





# CONTACT DETAILS

CROPX SUPPORT IS JUST A CALL AWAY

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