

The precision farming platform

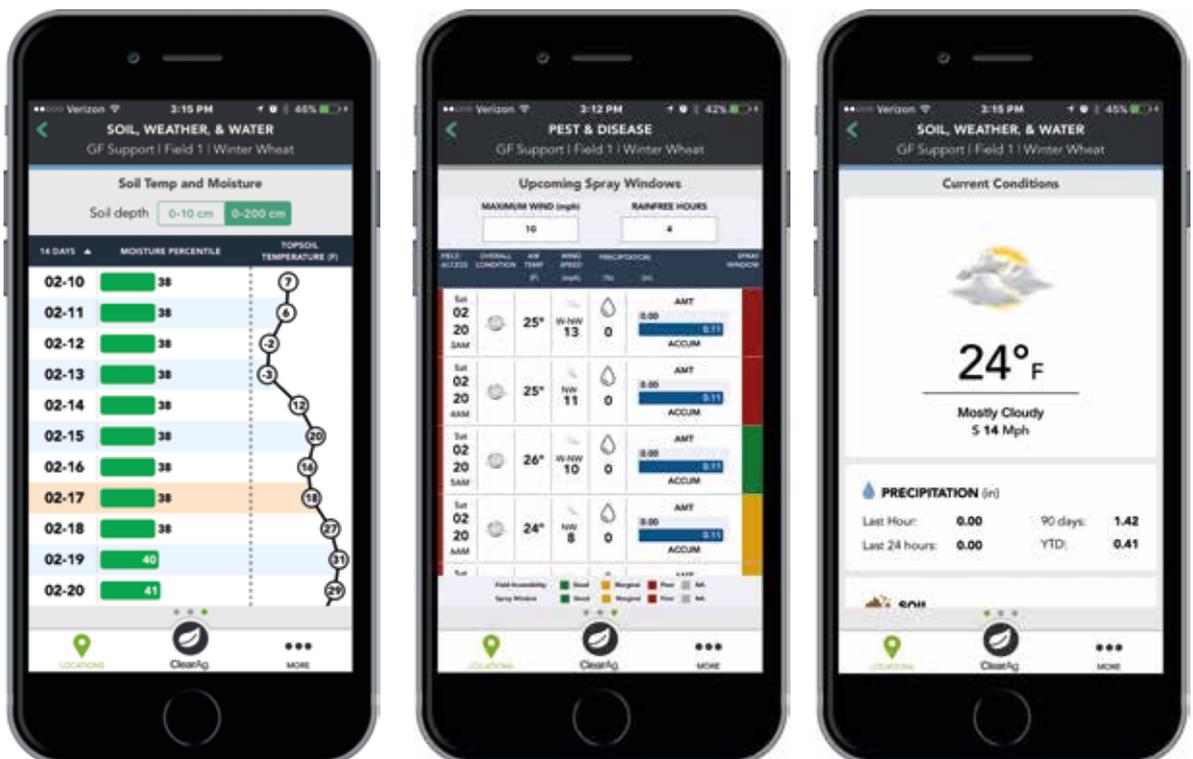
NASDAQ-listed Iteris, Inc. (ITI), the global leader in applied informatics for transportation and agriculture, continues to enhance its flagship precision farming platform ClearAg®. The company recently released Iteris ClearAg Mobile, a grower analytics application that leverages weather, water, soil, and crop growth information to equip farmers with field-specific advisories that help them improve the management of their crops. Tom Blair, Sr. Vice President of the Performance Analytics division at Iteris, explains how they are leading the charge to provide advanced machine learning and software analytics techniques to global agribusinesses.

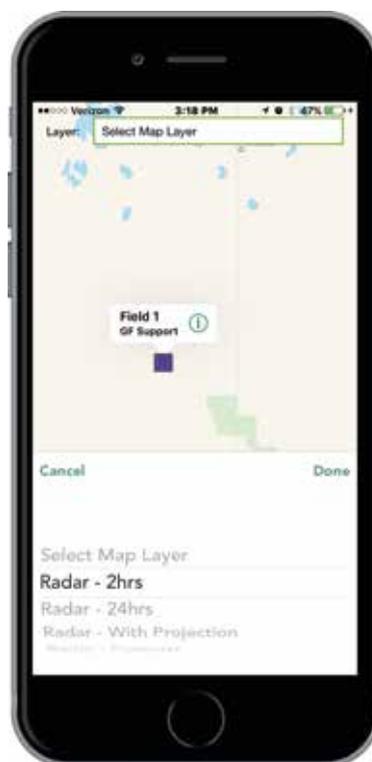
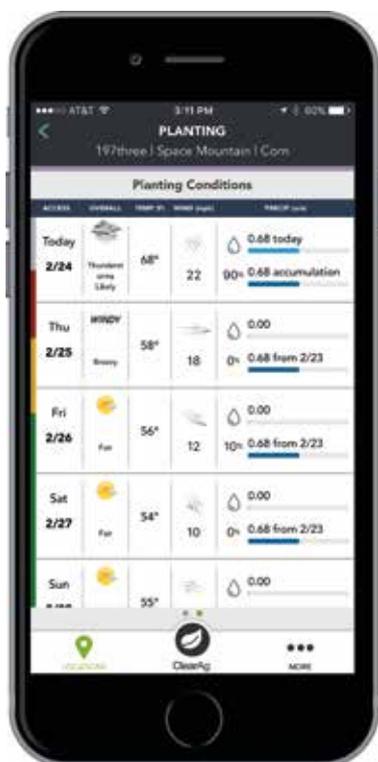
Founded in 1993, Iteris has evolved to become the global leader in applied informatics for transportation and agriculture. Its Performance Analytics division develops software applications for both verticals, says Mr. Blair, who joined the company in 2012. He explains that ClearAg was developed on the basis of their expertise in intelligent traffic management and weather information solutions. This background, combined with their patented machine learning technology, places them in a unique position for continued growth in the dynamic market for agricultural technology, also known as ag tech. Ag tech enables farmers to engage in

what is known as 'precision farming'. Traditionally agriculture follows a predetermined schedule of planting, maintaining and harvesting crops. But real-time data on variables like weather, soil and air quality, and crop maturity give farmers a new edge in making smarter decisions. Before 2013, investment in ag tech was relatively flat, concentrating largely on biotechnology and seed genetics, while both investment and innovation was limited to players with close ties to the ag sector. Then, in 2013, there was a shift, underscored by Monsanto's take-over of Climate Corporation, for almost 1 billion USD. Since then, all major agricultural

companies have invested heavily in high tech. What makes Iteris' ClearAg stand out in this growing market is that it builds on expertise on the tech side as well as in the field: the company has long been known for its surface level weather analytics, which obviously is relevant for both traffic applications and agriculture.

Iteris has provided pavement-level weather forecasting to the snow and ice community for almost two decades through the ClearPath Weather® software product, Mr. Blair points out. "Governments and transportation companies use our road-weather technology to plan maintenance and road treatment. We have also long been an agriculture weather provider to multinational agricultural companies and chemical companies. ClearAg supports these customers but also widens our market to include growers themselves, as well as crop protection companies, for example. The data ClearAg provides is vital to them in product development. All of our solutions are science-based; we have been





issued 23 patents for applying machine learning to agricultural applications. I believe we're one of the few out there right now that can provide weather, water, soil and crop growth data anywhere in the world. And that is vital for our customers, who typically market their products worldwide."

The recently released ClearAg Mobile is the latest mobile addition to the ClearAg product family. The application is powered by the Iteris EMPower™ machine-learning platform, an adaptive forecasting engine that combines weather and agronomic data with machine learning technology. As the EMPower platform learns about a grower's farm, fields, and crops through their use of the ClearAg Service, its adaptive engine recalibrates to provide the most precise and relevant data for specific field operations. As real-time weather events appear in the forecast, ClearAg Mobile provides actionable insights, enabling real-time decisions in context to current, forecasted, and historical conditions. For example, ClearAg Mobile equips growers with location-specific advisories on best times to access fields, plant, spray, irrigate, fertilize and harvest through all phases of the crop-growing season.

"Whether in the office or in the field, ClearAg Mobile provides growers with

precise information at the exact time they need it to minimise the risks and maximise productivity throughout the entire crop growing season," says Mr. Blair. "Essentially, ClearAg Mobile is a grower's 'smart farm advisor' – it leverages robust agronomic and proprietary land-surface models, and is equipped with machine learning and artificial intelligence that dynamically learns about specific farm operations to continually improve the decision support it offers farmers."

ClearAg Mobile provides actionable insights based on analyses of up to 30 years of historical weather and comprehensive water and soil information gleaned from land surface modelling (LSM) techniques optimized specifically for agriculture application. Unlike generic LSM information available from public sources, the ClearAg platform's proprietary LSM capability for assessing past, current, and future soil temperature and moisture as well as canopy wetness, has been specifically optimized for agricultural applications. Growers subscribing to use the ClearAg Mobile will also receive complimentary access to ClearAg LIVE, Iteris' premium weather forecasting service that provide ClearAg Mobile users with access to expert meteorologists via phone for customized weather forecasts. As real-time weather

events show up in current and forecasted conditions, ClearAg Mobile users can call Iteris' seasoned meteorologists for additional support. ClearAg LIVE is an add-on to the ClearAg Service that includes the use of the ClearAg Mobile. Mr. Blair believes that the machine learning capacity of ClearAg will prove essential as ag tech continues to develop. "Investment by global agriculture companies has resulted in a very heterogeneous environment where everybody has proprietary systems, and their own software tools. It's important for us to continue to support these systems and tools, making our technology easy to integrate and connect with the outside world. There is a clear need for technology in general to be adaptive, flexible, and scaleable, and that's exactly where machine learning programmes come into play."

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