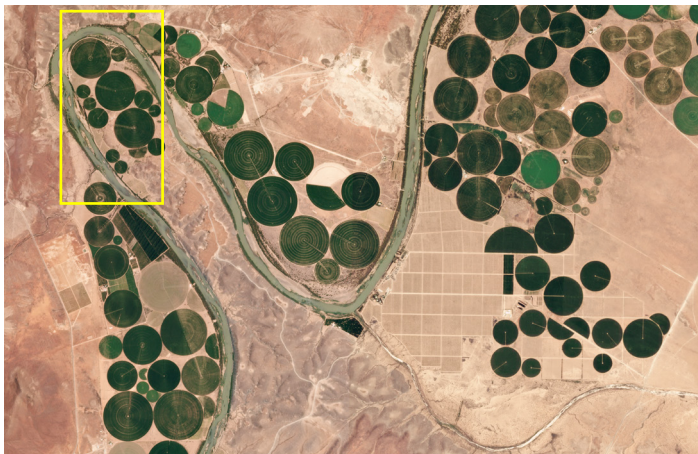# planet.

PLANET MONITORING
for Precision Agriculture

Planet's high frequency satellite imagery provides the most current and complete in-season coverage for monitoring fields anywhere on earth.

With Planet imagery, you can build data-driven crop management solutions to increase overall farm productivity, profitability, and sustainability for your customers--whether they are agronomists, farmers, retailers, input providers, or commodities traders.

HIGH FREQUENCY, FIELD-LEVEL IMAGERY

Identify issues before symptoms can even be detected by the human eye. Planet imagery includes the invisible, near-infrared spectral band. Use it to assess crop vitality with indices like Normalized Difference Vegetation Index (NDVI), which quantifies vegetation by measuring the difference between near-infrared (which vegetation strongly reflects) and red light (which vegetation absorbs.

(Shown Left) True-color image of fields along the Orange River in South Africa.

| 2019 | Jan 1 | Jan 3 | Jan 6 | Jan 8 | Jan 13 | Jan 15 | Jan 17 | Jan 18 | Jan 19 | Jan 22 |
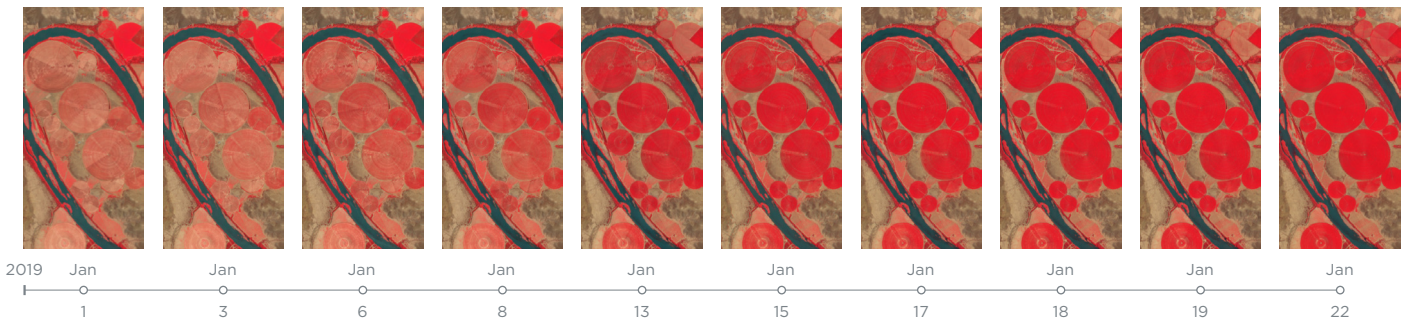
Time series of these same fields, depicted in color-infrared, with bright red indicating more vegetation. As the season progresses, brightness increases as crops are emerging and maturing.

PLANET'S SOLUTION FOR AGRICULTURE

High Frequency
Always on-data capture

Global Coverage
Broad-area monitoring at scale

Field-Level Detail
3-5 meter or sub-one meter resolution

Efficient Access
Simple API for workflow integration

GLOBALLY SCALABLE DATASET

Build custom vegetation indices and advanced algorithms like yield prediction by leveraging an archive that reaches back up to 10 years.

Planet's continuous global coverage means there is data available anywhere you need to grow and expand, so you can adapt your agronomic models for new regions and crops.

And there's no need to download gigabytes of data to get started. Planet's entire dataset lives online and is accessible via API and web-based tools. Integrate it directly into your workflows and combine it with complementary data like weather, soil type, and management practices.

Total Number of Images Collected
2014-Present

| 1 | 500 | 1000 |

Leverage deep in-season imagery stacks for analytics and app development with 900+ images available for any given location on Earth.

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