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Sentera launches new precision weed technology to reduce herbicide usage

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Sentera, the industry-leading provider of ag analytics has launched Aerial WeedScout technology, a precision weed control solution that reduces post-emergent herbicide application by up to 70% with no adverse impact on outcomes.

Aerial WeedScout is the first turnkey, selective herbicide application solution that delivers the performance, affordability, and ease-of-use necessary to achieve broad adoption. Advanced high-resolution imaging and deep learning technologies allow users to detect weeds sooner with higher accuracy compared to competing technologies. Application equipment can move through fields at normal operating speed, and upfront costs are a fraction of those required by on-machine solutions.

Sentera precision weed detection maps are used to automatically generate a machine prescription so that herbicide is applied only where itâ??s needed to achieve weed control. The prescription is tailored to machine characteristics, allowing operation across sprayer fleets of mixed brand and configurations.

Brian Wenngatz, chief executive officer, Sentera said â??Weâ??ve lowered costs and reduced time to go from imaging to spraying at scale. We look forward to transforming how the industry approaches weed control.â?

In instrumented field trials, Senteraâ??s Aerial WeedScout technology has demonstrated considerable cost savings and weed control efficacy that matches standard broadcast application protocols. All major sprayer equipment brands are supported,

including the most advanced nozzle-by-nozzle-capable systems.

Following technology validation, Sentera will commercialize the technology by identifying a go-to-market partner, building on its prior and ongoing collaborations with some of the most highly-respected inputs and machinery providers.