

Global firm Rivulis redefines farming with advanced AI technology

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Rivulis, the leader in innovative micro-irrigation solutions, has launched AI technology, "Rivulis AI", designed to provide farmers and irrigation professionals with specific tailored, and credible information to solve their problems. Joining the AI renaissance, this advanced system leverages field-trusted innovation to provide accessible, expert-written content tailored to the needs of modern agriculture and irrigation solutions.

"Rivulis AI underscores our commitment to innovation and adds to our already market-leading Knowledge Hub packed with insights and information from our 80-year history in the irrigation industry. Rivulis AI has been carefully trained and refined by our team of experts, ensuring that users receive accurate and specifically relevant information to their unique questions. Embedded in the Knowledge Hub the technology is equipped with our quality stamp, guaranteeing the highest standards of reliability and performance," says Eran Ossmy, President of Micro Irrigation Division, Rivulis.

The globe faces a transformative era, with AI technology playing a pivotal role in enhancing productivity, efficiency, and sustainability. Rivulis AI shapes the conversation around agriculture and micro-irrigation, applying context and refining responses to deliver specific, detailed information. Its intuitive function allows it to ask clarifying questions, ensuring it finds the most accurate information to address each user's needs.

"It has a conversational nature, like having a brain, that enables it to provide insightful, context-aware responses. Rivulis AI continually evolves, learning from interactions and growing in capability, to remain at the forefront of technological advancements," shares Igor Goldfeld, Head of Global Digital Marketing, at Rivulis.

Key Benefits of AI in Micro-Irrigation:

1. **Enhanced Decision-Making:** The Rivulis AI bot provides farmers with precise data and actionable insights, aiding in better decision-making.

2. **Increased Efficiency:** It offers predictive analytics, creating time savings and leading to more efficient resource utilization and cost savings.
3. **Sustainability:** AI technology supports sustainable farming practices by optimizing water usage, reducing chemical inputs, and enhancing soil health.
4. **Customized Solutions:** The bot's ability to engage in detailed conversations allows it to provide highly customized solutions.