

Amazone and CultiWise link AI mapping with field machinery systems

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Amazone and CultiWise have entered into a strategic partnership designed to advance the practical adoption of digital, site-specific agriculture. The collaboration focuses on ensuring that digital applications function seamlessly across planning and field execution, delivering immediate operational value in sowing, fertilizing, and crop protection.

Under the agreement, CultiWise will provide AI-supported satellite- and drone-based application maps, alongside plant recognition and agronomic decision-support tools. These capabilities are intended to complement Amazone's machinery portfolio, enabling farmers to execute variable-rate applications with greater precision and efficiency.

Both companies will remain independent and continue to develop their respective solutions separately. The partnership is structured to preserve technological openness while improving interoperability, allowing users to benefit from faster innovation cycles and cross-platform compatibility.

CultiWise operates a global digital agronomy platform powered by AI models trained on large-scale field data. Its solutions include automated drone flight planning, onboard image processing, and integration with autonomous drone docking systems. These tools are designed to convert raw field data into actionable application maps for real-time farm operations.

A key objective of the partnership is the seamless transfer of job and application data into field machinery workflows. Through Amazone's cloud-based data infrastructure, AmaConnect, digital planning data generated by CultiWise will be directly linked to machine execution and documentation processes.

The integration is expected to improve efficiency across key agricultural operations, including sowing, fertilization, and plant protection. Technologies such as AmaSelect, AmaXact, and DirectInject are positioned to benefit from more precise, pre-processed application maps, enabling optimized input usage and improved field performance.

Variable-rate application strategies, including maize sowing maps, will also become more accessible through simplified workflows. The integration with AmaTron 4 terminals and the Amatron Share application is intended to reduce operational complexity and improve data transfer between digital systems and machinery.

The partnership further strengthens the role of digital agronomy in mainstream farming operations by connecting AI-generated field intelligence with real-time machine execution. Both companies expect the collaboration to accelerate adoption of precision farming practices and enhance sustainability outcomes through reduced input waste and improved resource efficiency.

By linking CultiWise's agronomic intelligence platform with Amazon's machinery ecosystem, the companies aim to establish a more unified digital farming workflow where data is not only generated but directly operationalized in the field.
