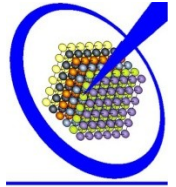


Agricultural Reconnaissance Technologies Pty Ltd

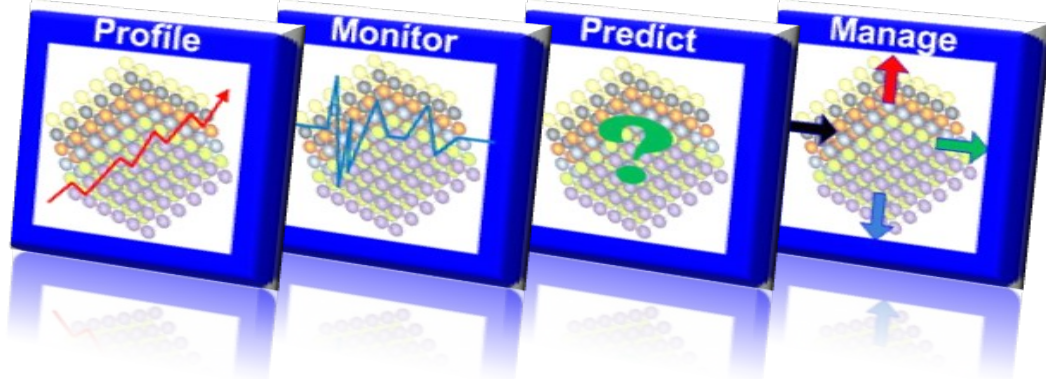
Trading as **Agrecon**

ABN 83 054 410 678

AgreView



Agrecon
KnowledgeGrid



A Web-Based Geo-Spatial Information System With Predictive Business Intelligence

What is AgreView?

A new and innovative mapping, monitoring, management and forecasting facility that enhances business related prospects and improves environmental outcomes through more enlightened decisions that better reflect short term seasonal conditions, medium term productive potential and long term risk exposure.

What does AgreView enable you to do?

Provides subscribers with access to raw and spatially interpolated data, historical trends, current season conditions, predictions of forthcoming weather, monthly rainfall prospects, end of season production estimates and long term risk exposure generated using numerical tools and predictive models. Users can access raw data, derived information and predictive outcomes in image, map, chart, table, animation, session based summaries, pro-forma and customised report formats.

How does AgreView work?

A user friendly interface linked to sophisticated functionality that enables users to access, query, extract, view and analyse selections from a very large warehouse of satellite imagery, map themes, climate records, production histories and other fundamental data with national extent dating back many years. Since all data in this KnowledgeGrid warehouse is referenced to a single common geographical and temporal framework, AgreView can provide a wide range of information for any time period and any point or region of interest in the nation at the click of a mouse. Up to 100 discrete modules are grouped by common business applications within four contrasting temporal modes.

Profile

Uses standard metrics to assess biophysical settings; review long term climate records, stream flows, and recent weather; commodity production, price, consumption and carryover stock histories.

Monito

Current season conditions are characterised by reference to climatics, soil moisture, vegetative vigour, fire fuel and water storage levels, likely product efficacy and business related indicators.

Predict

Rolling 14 day weather forecasts; monthly to annual rainfall prognoses; planted area, water and energy demand estimates; yield and production forecasts; prices and other business indicators.

Manag

Knowledge based assessment of efficiency, productivity, profitability, sustainability, environmental impact, energy and water security using best practice benchmarking and multi-peril risk management.

Specialised supplementary modules facilitate pro-forma and customised reporting, ranking and rating using key business and performance indicators, logistics, sales forecasting and advanced analytics.

AgreView is like having a virtual weather station, atlas, statistical library and forecaster on tap, right in your back yard.

Who will benefit most from AgreView?

AgreView is a cost effective and reliable business tool for mapping, monitoring and management by:

Individual rural landholders
local merchandisers

retail networks
seed and plant genetics providers
fertiliser manufacturers
multi-national crop and pasture protection chemicals
finance and insurance houses
commodity traders
vertically integrated corporate agribusinesses
rural industry service providers
peak industry bodies
stakeholders from other industries
gas, water and electricity suppliers
government agencies
relief and aid organisations
community users

Suitable for any individual, company, agency or organisation that is concerned about efficient and responsible use of land, related vegetation and water resources, seasonal conditions and key economic drivers that determine crop and pasture productivity, profitability, multi-peril risk exposure and environmental outcomes.

Stay ahead of competitors by accessing a comprehensive data warehouse, advanced functionality, comparative metrics, customer segmentation tools, timely and accurate predictive market intelligence and insightful analyses of key business drivers customised to the specific footprint of your business.

What does AgreView cost?

Annual subscriptions are pre-payable on a monthly basis and tailored to the individual requirements of particular customers. Charges vary with the size of a customer's area of interest and the range of functionality required. As a guide, the annual cost of a subscription varies between:

\$1,000 p.a. for a single landholder with unrestricted access to a growing range of data and functionality anywhere within a single Local Government Area. Heavily discounted fees are negotiable for restricted functionality under volume based customer loyalty programs sponsored by leading agribusinesses.
\$10,000 p.a. for a government or non government agency with local up to regional responsibility.
\$50,000 p.a. for an industry or government enterprise with responsibility extending across a single State or equivalent area.
\$100,000 p.a. for a corporation or government agency that services a national market.

Contract based development of customised functionality or analysis of proprietary business data. Consider the benefits of exclusive sponsorship or branding modules to meet the specific needs of your business or customer loyalty program.