

PRESS KIT

Press conference, 14. June 2019, 35th anniversary of Pessl Instruments,
Garten der Generationen, Weiz, Austria

CONTENT:

- Press release in English
- Press release in German
- General brochure in English
- General brochure in German
- 35th anniversary brochure in English with QR for landing page with photos
- Pessl Instruments GmbH company bio in English
- Pessl Instruments History – key points in history
- Logo: Pessl Instruments
- Logo: 35th anniversary of Pessl Instruments
- Agenda

Pessl Instruments – Turning information into profits since 1984



Celebrating 35 Years

Brief History

2019 - 35 YEARS OF PESSL INSTRUMENTS, VIRTUAL WEATHER STATIONS, iMETOS LoRAIN

Pessl Instruments celebrates 35 years of establishment. It presents a new generation of weather stations - iMETOS LoRAIN. Virtual weather stations are introduced to the market. Mobile application FieldClimate version 2 for iOS is launched.

2018 - INSECT RECOGNITION AND COOPERATION WITH JOHN DEERE

Optical high-resolution camera system for insect recognition is embedded inside insect trap, to remotely monitor insect pressure at fields. The beginning of cooperation with John Deere – the integration of hardware for John Deere Operations Center.

2017 - THE NEW WEB PRESENCE AND COOPERATION WITH SAP

Pessl Instruments online platform – FieldClimate gets the new look and feel, as well as other online and mobile applications. The beginning of cooperation with SAP - integration of iMETOS to SAP Leonardo platform. The beginning of cooperation with Inmarsat.

2016 - THE LPWAN (NB-IoT and LoRa)

The beginning of collaboration with Huawei and Vodafone as the first company from the agricultural sector to work on NB-IoT. The beginning of the development of other LPWAN connectivity solutions.

2015 - 10 YEARS OF iMETOS®

Flagship product iMETOS® and FieldClimate celebrate 10 years. An intelligent irrigation controller ICA WIRELESS is introduced to the market. Pessl Instruments receives investment from private equity company Mountain Cleantech from Switzerland and marks the beginning of 'New Pessl Instruments'.

2014 - CropVIEW®, µMETOS® Blue & iMETEO Pro

Pessl Instruments buys the majority shares in a USA distribution company (Morph20AG). CropVIEW®, the high-resolution remote crop image monitoring with RECI technology is launched. Pessl Instruments celebrates 30 years of existence. Legacy brand µMETOS® Blue with Bluetooth and modern apps and Internet connectivity is re-launched. iMETEO Pro, a completely new concept of localized microclimatic weather forecast, crop and animal management and disease outbreak alerts based on online subscription revolutionizes the market.

2013 - GOING WIRELESS

Wireless intelligent sensor mesh network is launched – complete wireless communication between the field and the smart device in your hand bring total control anywhere, anytime in near real time. CDMA interface is launched for the USA market.

2012 - MOBILE APPS

iMETOS® goes mobile – Apps for Android and iOS are launched.

2011 - iMETOS® ECO D2

iMETOS® ECO D2 is launched as low cost powerful logger for soil moisture, frost warning, meter reading and rain.

2010 - iMETOS® ICA

iMETOS® ICA, an automatic irrigation controller is developed and irrigation system gets automated intelligently via soil moisture readings.

2009 - T-monitor

Pessl Instruments celebrates 25 years and launches the T-monitor for silo and grain storage monitoring.

2006 - IRRIGATION MANAGEMENT & SOIL MOISTURE

New software and decision support system for irrigation management are launched. New soil moisture sensors are supported.

2005 - GOING ONLINE - FieldClimate.com

THE MOST IMPORTANT STEP: METOS® goes online and creates FieldClimate. iMETOS® is born and GPRS is used to transmit the data to the platform automatically and continuously.

2000 - μMETOS®

μMETOS® is developed. The small independent station has its own display and internal disease prediction models.

1997 - THE BEGINNING OF THE 'WIRELESS AGE'

The beginning of 'wireless age' - data transfer via mobile networks using the GSM dial-in is launched.

1994 - SOFTWARE FOR WINDOWS

Windows graphic software and new models for disease and irrigation management are developed.

1992 - METOS® Compact

METOS® Compact with a PC interface and modem dial in for remote communication was developed.

1990 - METOS® DAT

METOS® DAT - DOS Software - Met8 and Met9 was made to have data on DOS PC's linked by cable.

1988 - METOS® Classic

New electronics and new design bring METOS® Classic - with built in mini printer and PC Interface.

1984 - THE BEGINNING

METOS® Electronic Disease Predictor for Apple Scab was made.



Celebrating 35 Years



Programme

THURSDAY, 13. June 2019

9:00 - 10:00	Registration and welcome drinks
10:00 - 12:10	Soil analysis, new concept of IoT, Pessl Instruments novelties
10:00 - 10:10	Gottfried Pessl, CEO and Founder: <i>Welcoming speech and introduction</i>
10:10 - 10:30	Dr. Heiner Denzer, CIO: <i>Remote Sensing in Agriculture - Does the satellite's beam touch our wings</i>
10:30 - 10:50	Dr. Marcela Doubkova, Map & Satellite products, GIS/Software Product manager: <i>Examples in the use of Sentinel 2 data</i>
10:50 - 11:10	Dr. Jost Potrpin, iMETOS MobiLab Product manager: <i>iMETOS MobiLab and Nitrogen</i>
11:10 - 11:30	Günther da Luz-Kriechhammer, iMETOS MobiLab Team lead: <i>The iMETOS Mobilab Product, experiences and perspectives</i>
11:30 - 11:50	Mario Höfler, FieldClimate & Apps Product manager: <i>The Field Concept: A new aspect on data value</i>
11:50 - 12:10	Dr. Michael Parth, CTO: <i>The new Mobile Apps</i> / Uros Males, iMETOS LPWAN solutions & Trackers Product manager: <i>Chances and challenges using LoRa</i>
12:10 - 13:30	Lunch

13:30 - 14:50	Use cases, user experiences
13:30 - 13:50	Dr. Karl Gutbrod, Meteoblue - <i>Changes: Climate, Politics, Technology and us</i>
13:50 - 14:10	Dr. Reinmar Carlesso, Irrigasystems - <i>IRRIGA Global: Innovations in Irrigation management</i>
14:10 - 14:30	Bernhard Kiep, Bermad - <i>Tradition x Innovation + respecting the 4 elements = making money, is it possible?</i>
14:30 - 14:50	Chris Ramos, Lawrence Tractor Company - <i>Pessl Instruments and Lawrence Tractor Company – a story of a successful partnership</i>
14:50 - 15:10	Coffee break
15:10 - 17:00	Use cases, user experiences
15:10 - 15:30	Onno Schaap, Aquagri - <i>Aquagri Irrigation Management services, Myirrigation platform</i>
15:30 - 15:50	Grega Milcinski, Sinergise - <i>The future of satellite data in agriculture, in perspective of modern cloud computing</i>
15:50 - 16:10	Elie Aad, Nokia - <i>The role of global telecom infrastructure provider for enhancement of IoT in farms</i>
16:10 - 16:30	Ariadna Tost Sentis, Topcon - <i>Partnership model for the integration of agriculture machinery companies to make intelligent machines with IoTs</i>
16:30 - 16:50	Dr. Henk Groth, KWS - <i>Field monitoring and breeding technologies with IoT</i>
17:00 - 19:00	Raspberry field visit
19:00 - 21:00	Dinner and gathering

FRIDAY, 14. June 2019

8:30 - 9:45	Registration and welcome drinks
9:15 - 9:45	Press conference
9:45 - 9:50	Event opening
9:50 - 10:05	Introducing guests of honour: Erwin Eggenreich (Mayor of Weiz), Dr. Karl Heinz Dernoscheg (General Director of Chamber of Commerce Styria)
10:05 - 12:05	First set of speakers & Discussion panel
10:05 - 10:15	Gottfried Pessl, CEO and Founder: <i>35 years - History of Pessl Instruments and what changes to expect in the future</i>
10:15 - 10:25	Dr. Heiner Denzer, CIO - <i>Triggers and Drivers of our past and future development</i>
10:25 - 10:40	Dr. Ilaria Pertot, University of Trento/Fondazione Edmund Mach - <i>Plant protection 2032: the researchers view</i>
10:40 - 10:55	Georg Larscheid, John Deere - <i>The John Deere Operation center and its role in future farm operations</i>
10:55 - 11:10	Thomas Muhr, geo-konzept - <i>Precision farming and ROI in precision farming; risks and challenges</i>
11:10 - 11:25	Bernhard Kiep, Bermad - <i>The challenge to produce 3 crops per year in sandy Tropical soils - is it sustainable?</i>
	Discussion panel: "Future sensing automation in agriculture"
	Gottfried Pessl , CEO and Founder
	Dr. Heiner Denzer , CIO
11:25 - 11:55	Dr. Ilaria Pertot , University of Trento/Fondazione Edmund Mach
	Georg Larscheid , John Deere
	Thomas Muhr , Geo Konzept
	Bernhard Kiep , Bermad
11:55 - 12:15	Coffee break
12:15 - 13:45	Second set of speakers & Discussion panel
12:15 - 12:30	Dr. Andreas Zumdick, SGS - <i>Managing the challenges in residuals and food security</i>

12:30 - 12:45	Georgiana Francescotti, ADAMA - <i>Why is AgTech so important to our industry? What is at stake?</i>
12:45 - 13:00	Mirosław Maziarka, Agro Smart Lab - <i>Food security, input reduction and risk minimization with the help of IoT</i>
13:00 - 13:15	Dr. Srdjan Krco, DunavNET, CHAT project - <i>Livestock application and animal welfare</i>
	Discussion panel: "What changes can we expect using IoT's and AI for farmers, the supply industry and the consumers until 2029?"
13:15 - 13:45	Dr. Andreas Zumdick, SGS Georgiana Francescotti, ADAMA Mirosław Maziarka, Agro Smart Lab Dr. Srdjan Krco, DunavNET, CHAT project Dr. Ilaria Pertot, University of Trento/Fondazione Edmund Mach
14:00 - 17:00	Exhibition of Pessl Instruments products over the years, Afternoon discussion panels & pleasant gathering accompanied by food and music
15:00 - 16:40	Discussion panels & Workshops
15:00 - 15:20	Soil analysis (Günther da Luz-Kriechhammer, iMETOS MobiLab Team lead)
15:20 - 15:40	Disease models & Plant protection (Dr. Christina Pilz, Camera products & Disease models Product manager)
15:40 - 16:00	LoRa, IoT (Uros Males, iMETOS LPWAN solutions & Trackers Product manager)
16:00 - 16:20	Work planning (Davide Tabarelli, Weather forecast & Hardware Product manager)
16:20 - 16:40	Satellite-based services within FieldClimate - Tell us your view (Dr. Marcela Dubkova, Map & satellite products, GIS/Software Product manager)

Programme subject to change.



Celebrating 35 Years



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Pessl Instruments celebrates its 35th anniversary!

Weiz, Austria, Immediate Release

It is an honour to announce that Pessl Instruments celebrates 35th anniversary of its founding. What began as a small firm that looked into the future with an opened mind, has risen to become a company with more than 125 employees that reached into almost every corner of the World. The company was established in 1984 by a current CEO, Mr. Gottfried Pessl, and is headquartered in Weiz, Austria.

During the past 35 years Pessl Instruments has built a tradition of excellence in providing its customers innovative tools for informed decision-making. A complete range of wireless, solar powered monitoring system under iMETOS brand, and an online platform FieldClimate, offer everything from weather forecast monitoring, water management, remote field monitoring, soil analysis, to work planning, and therefore provide all the essentials for precision and sustainable agriculture.

"From the very beginning we believed in the technology and how important it is for the future of farming. For years now we have been offering ready-to-use solutions that provide real impact to users – saving water, fertilizers, money, time, the environment. With constant development and the right approach, we are bringing the technology closer to even the most sceptical farmers," says CEO and Founder, Mr. Gottfried Pessl.

Just a few months into 2019 and the company already introduced two novelties to the market, Mr. Pessl explains: *"Pessl Instruments motor has been on the move for 35 years and is not ready to stop anytime soon. Just this year we introduced a new product, **iMETOS LoRAIN**, an easy to use and affordable device that will help farmers optimize all the activities they do on daily basis. And with the renewed **FieldClimate for mobile phone** the field is closer to the farmer than ever before. Let me point out that our solutions aren't only applicable in agriculture, but can be used in various industries, for various purposes – for research, hydrology, meteorology, flood warning and more."*

To celebrate this important milestone in the history of the company, Pessl Instruments will organize a **two-day celebration event at the beautiful venue Garten der Generationen in the heart of Weiz, Austria, on 13th and 14th of June 2019**. There will be people from all around the World – from partners, clients and friends **from leading industry providers such as John Deere, Nokia, Adama, SGS, KWS, Talgil, SAP, Yara, Topcon, Geokonzept, FarmFacts, to trusted clients and employees.**

The event is closed for general public, but Pessl Instruments heartfully welcomes representatives of local and international magazines, newspapers and television to join them. **Press conference will be held on 14th of June 2019, 9:15 – 9:45 at Garten der Generationen, Weiz, Austria. Please confirm your presence at: neza.rustja@metos.at**

About Pessl Instruments

Pessl Instruments, which is headquartered in Weiz, Austria and founded in 1984 by current CEO Gottfried Pessl, has daughter companies in USA, Brazil, Ukraine, Spain, Turkey, South Africa, Portugal, France and Poland and does business in more than 80 countries.

Pessl Instruments develops and distributes climate monitoring, agricultural risk – and irrigation management technology solutions for its farming customer base.

Pessl Instruments products, which are globally distributed under the iMETOS brand, include weather stations, soil moisture monitoring devices, irrigation automation controllers, electronic insect traps, remote crop monitoring systems, disease, and pest warning software, soil analysis mobile lab, and localized weather forecasts.

Contact

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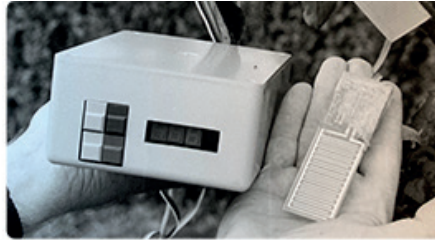
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Celebrating 35 Years



Pessl Instruments feiert seinen 35. Geburtstag!

Weiz, Österreich, Veröffentlichung

Es ist uns eine besondere Ehre zu verkünden, dass Pessl Instruments sein 35-jähriges Bestehen feiert. Was als kleines Unternehmen begann, das mit offenen Augen in die Zukunft blickte, hat sich zu einem Unternehmen mit mehr als 125 Mitarbeitern entwickelt, das in fast jeden Winkel der Welt reicht. Das Unternehmen wurde 1984 von Herrn Gottfried Pessl, dem derzeitigen Geschäftsführer, gegründet und hat seinen Hauptsitz in Weiz, Österreich.

In den letzten 35 Jahren hat Pessl Instruments neue Maßstäbe gesetzt, indem die Firma seinen Kunden innovative Werkzeuge für eine fundierte Entscheidungsfindung im Pflanzenschutz, der Bewässerung, der besseren Arbeitsplanung u.v.a.m. bietet. Das Angebot besteht aus einer Serie von verschiedenen drahtlosen, solarbetriebenen Überwachungssystemen, die unter der Marke iMETOS in eine Cloud basierte Online-Plattform FieldClimate rapportieren, um damit die Fernüberwachung von Feldern, präzise Bodenanalyse bis hin zur automatisierten Arbeitsplanung um nachhaltige Präzisionslandwirtschaft zu ermöglichen.

„Wir haben von Anfang an die Technologie geglaubt und wie wichtig diese für die Zukunft der Landwirtschaft ist. Seit Jahren haben wir an Lösungen gearbeitet, die den Anwendern echte Entscheidungshilfen bringen, um Wasser, Dünger, Energie, Zeit zu optimieren und somit Geld sparen und auch noch zusätzlich die Umwelt schützen. Durch ständige Weiterentwicklung und den richtigen Argumenten bringen wir die Technologie auch dem skeptischsten Landwirt näher“, sagt der Geschäftsführer und Gründer Gottfried Pessl.

Das Jahr 2019 ist erst einige Monate alt und das Unternehmen hat bereits zwei Neuheiten auf den Markt gebracht, erklärt Pessl: *„Der Motor von Pessl Instruments ist seit 35 Jahren in dem Bemühen echte Problemlösungen und nicht Technologie zu bieten, denn die Technologie ist nur das Mittel Lösungen zu bauen. Erst in diesem Jahr haben wir mit iMETOS LoRAIN eine völlig neue Produktklasse eingeführt, die benutzerfreundlich und erschwinglich ist, um hochauflösende Wetterdaten in Echtzeit auf das Smartphone zu bringen. Gemeinsam mit der völlig erneuerten FieldClimate für Mobiltelefone ist das Feld noch näher an den Landwirt gerückt als dies je zuvor der Fall war. Ich möchte darauf hinweisen, dass unsere Lösungen nicht nur in der Landwirtschaft anwendbar sind, sondern auch in anderen erfolgreich eingesetzt werden können – z.B. Langzeitklimaforschung, Smart City, Hydrologie, Meteorologie, Hochwasser-warnung und vieles andere mehr.“*

Um diesen wichtigen Meilenstein in der Unternehmensgeschichte zu feiern, wird Pessl Instruments **am 13. und 14. Juni 2019 eine zweitägige Festveranstaltung im Garten der Generationen im Herzen von Weiz, Österreich, organisieren**. Es werden Menschen aus allen Kontinenten anwesend sein - **Partner, Kunden und Freunde von führenden Firmen wie John Deere, Nokia, Adama, SGS, KWS, Talgil, SAP, Yara, Topcon, Geokonzept, FarmFacts**.

Die Veranstaltung ist nur für geladene Gäste, aber Pessl Instruments heißt alle Vertreter der lokalen und internationalen Presse und des Fernsehens herzlich willkommen. **Die Pressekonferenz findet am 14. Juni 2019 von 9:15 - 9:45 im Garten der Generationen, Weiz, Österreich statt. Bitte bestätigen Sie Ihre Anwesenheit unter: neza.rustja@metos.at**

Über Pessl Instruments

Pessl Instruments, mit Hauptsitz in Weiz, Österreich und 1984 vom derzeitigen Vorstandsvorsitzenden Gottfried Pessl gegründet, hat Tochtergesellschaften in den USA, Brasilien, der Ukraine, Spanien, der Türkei, Südafrika, Portugal und Polen und ist in mehr als 80 Ländern aktiv im Geschäft.

Pessl Instruments entwickelt und vertreibt Hard- und Software zur Klimaüberwachung sowie Lösungen für landwirtschaftliche Risiko- und Bewässerungsmanagement-Technologien für Agraranwendungen.

Zu den unter der Marke iMETOS weltweit vertriebenen Produkten von Pessl Instruments gehören Wetterstationen, Geräte zur Überwachung der Bodenfeuchtigkeit, Steuerungen für die Bewässerungssteuerung, elektronische Insektenfallen, Tracking Lösungen, Fernüberwachungssysteme für Pflanzen, Warnsoftware für Krankheiten und Schädlinge, ein mobiles Labor für Bodenanalysen und lokalisierte Wetterprognosen.

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