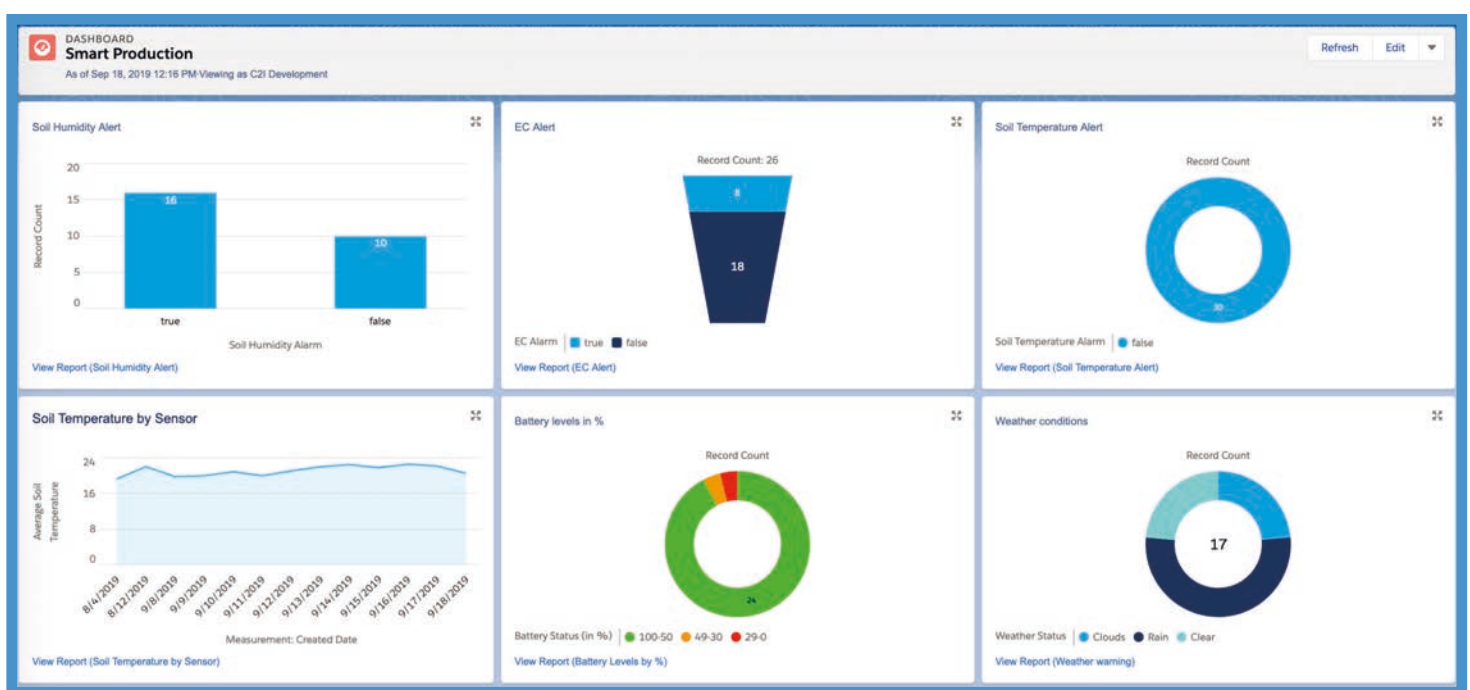


# Florja for Growers and horticultural Production

Florja  
be your plants' lifeline

seamless production support system  
no more cables, no software setup

live data combined with your expertise will  
save time, resources and money



Design your own screens. Identify and clearly visualize data that's important to you.

- ✓ monitor production
- ✓ real-time alerts and warnings
- ✓ pro-active plant health reporting
- ✓ automate irrigation

If you are interested in further information or a trial  
of the Florja system, please visit us at

[www.florja.com](http://www.florja.com)

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## The detailed functions of the Florja system

### The Production Suite:

The Production Suite allows the user to monitor and support plant growth in real-time. Setup and use of the system is seamless, data can be visualised and used for alerts. Advanced users can enrich and comprehensively analyse the data, and also automate the complete processes.

#### monitor production:

Sensors, applications and external data can be used to monitor production. Users can "slice and dice" information between sensors, measurement data, location and plants - the open architecture caters for all kinds of devices,

applications and data streams.

#### real-time alerts and warnings:

Our platform uses SMS, Email, Voice messages or WebServices calls to send alerts to individuals, systems or other devices. Data enrichment (e.g. weather forecast) and intelligent algorithms can be deployed for logical and intelligent integration of Florja in your production process.

#### pro-active plant health:

Combining your expertise, a comprehensive internal database and our analytical functionality will enable you to pro-actively anticipate potential plant health risks such as pests and diseases to react in a timely manner.



#### automate irrigation:

Our system can communicate with all the most commonly used solenoids. This way we can automate and control an improved irrigation process. Water your plants based on real-time moisture and the weather forecast and effortlessly check whether the irrigation has the desired outcome.

- ✓ monitor important soil parameters real-time
- ✓ immediate alerts if values fall under certain minimum levels
- ✓ improve and refine your research efforts
- ✓ understand the composition and dependencies of these parameters
- ✓ integrate weather forecast and warning information
- ✓ look for trends and benefit from "early warning" algorithms

### Florja at a glance:

#### The sensors:

The Florja system includes both high-quality sensors, which can be grouped freely and wirelessly and configured for any applications. Using a powerful cloud platform, allows the greatest possible flexibility and design capability for any situation. The sensors measure temperature and humidity in soil and air, electrical conductivity in soil and light irradiation. Other sensors of your choice can be easily added to our open platform.

#### The platform:

WLAN or LoRa technology is used for wireless transmission, which is suitable for both public and private networks and ensures absolute control and independence. The cloud platform has a simple, user-friendly interface that can be accessed from any Internet-enabled device such as a smartphone, tablet or PC.

#### The advantages and benefits:

External data such as the weather forecast is also incorporated. The data evaluation is simple with easily understandable graphics and can be stored



for years to identify longer-term changes and trends. The application possibilities of the Florja system span your entire value chain, from production, distribution, through sales and reseller management, to subsequent CRM applications and maintenance services.

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