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House style ideas:

- Main colour orange and current logo;
- Transparent – open – trustworthy – dynamic - personal;
- Use the smartness and overview characteristics of the crow (Corvus is Latin for crow);
- Accessible to multiple target groups and markets:
 - So not too horticultural, too green;
- Use contradictions:
 - Future versus nostalgia;
 - Smartness crow versus precision hummingbird;
 - Technology versus mechanical;
- BMW 3.0 CSI as a style icon?
- Long pager website



Necessary style elements (FYI, not part of webdesign assignment)

- Powerpoint template;
- News letter template
- Additional supportive colours;

NOT:

- Use of drone as part of a style element (ag-drones are sexy at the moment);
- Symbols or icons;
- Letter template;

Adjustment logo (FYI, not part of webdesign assignment)

- What is good?
 - Letter type
 - Positioning of the words
 - Compactness
 - Orange
 - Circle icon
 - Use of bird silhouette
 - Drones as word makes a symbol unnecessary
- What could be better?



- Too much open field horticulture, should also usable for other industries
- The word 'drones' could be better visible
- Bit more powerful, more strength

Some examples of symbols / icons



Stay informed

With all your data in one place, quickly get a snapshot of business performance across growing compartments, greenhouses and locations.



Collaborate across your operation

From executive team to growers to staff, see the information that matters to your role, and collaborate on the growing cycle.



Make Data driven decisions

Use data from various sources to have confidence in your decision making.



Save time

With all your data in one place make decisions faster.
Experienced growers **save up to a day a week** on yield predictions.



Improve profitability

Increase annual revenue by accurately predicting the quantity of produce to meet customer commitments on time.
Increasing prediction accuracy from 80% to 90% can result in an **additional \$1.3m USD** for a 30ha grower*.
*Based on 50kg/m2 production



Keep Customers

Improve your Fill Rate by delivering your produce commitments to customers.

The growers' problem

The challenges growers face



Always expanding
Greenhouses keep on getting larger and larger



Difficult monitoring
Hectares of plants are difficult to monitor




Disease & pest
Diseases and pests are often difficult to see and predict



Intensive, yet scarce labour
Caring for thousands of plants is demanding




High costs
Monitoring plants is expensive, doing it badly even more




You're in control

The Smart Sensing Toolkit is designed for customization: control what you conditions you measure, how you see your data and user permissions from any device.




Fast deployment

Unbox your sensors and start measuring. Set up a wireless network in minutes, regardless of technical abilities.




User-friendly

Our interface was built to deliver value across your organization. It's intuitive and easy to customize, so your whole team can use it without a steep learning curve.




Own your data

It's data on your business environment, there's no reason why you shouldn't own it. Customers are sole proprietors of data, and can export it easily in CSV.




Machine Learning

Have us train and launch a custom AI to automatically detect and monitor relevant landscape conditions, in a matter of weeks. The Ellipsis framework is optimized to train computer vision models that generate land cover maps and identify landscape elements of your specific interest. Reduce cost, save time, and increase impact by automating land use mapping, spending on vegetation recordings, and taking inventory of anything visible on the face of the earth. Our infrastructure is designed to be truly self-learning, ever improving its AI models upon receiving feedback from authorized users. Want to know if your organisation can benefit? Contact us!




Change detection & alerts

Our world is constantly changing. Keeping track of relevant changes and dynamics in the natural and the built environment is a time-consuming process. Especially when field validations are required. Professionals ranging from policy makers and city planners to civic engineers and auditors, benefit from increased efficiency and reliability in their processes to identify relevant changes and critical threshold conditions. By automatically detecting relevant changes and critical thresholds in the natural and built environment, we generate risk maps that make any review, validation, and maintenance process more data-driven and thus more cost and time effective. Curious about our methods? Contact our team!




Land deformations (InSAR)

Gain insight in deformation patterns and identify land subsidence hotspots in the built environment. Use these cost- and time-efficient dynamic maps to inform how you plan maintenance work, where to conduct more detailed (and more expensive) measurements, and how to counteract negative trends that risk irreversible damage to infrastructure, buildings, and the subsoil. Sound relevant? Let us know what you need!




The Ellipsis Geo Workspace

An always up-to-date web platform where all your geospatial data and analytics are brought together: safely stored, and real-time visualized. Multiple connected user groups can, given the right credentials, directly view, modify, validate, and add relevant geodata to your dynamic and interactive maps. Work with your geodata in your maps as if they were files in Google Drive. Get it touch to learn about your options.



Add your own data

Unburden your organisation from big data management, storage, and visualization. Upload your drone images, point clouds, geometries, local measurements, and ground observations and provide your colleagues, customers, and partners with web-based access to attractive and high performance data visualization and analysis options. Before publishing results to your audience, you may combine, remove and edit any data for optimal and visually pleasing results. Want to learn about the possibilities? Drop us a quick note!



Custom Tailored

To provide flexible, web-based monitoring systems and data analytics services, we use the processing, analysis, and functionality modules from the Ellipsis framework. These modules can be adjusted to specific needs and are linked together to create tailored monitoring and data analytics systems fitted to your organization's needs and capabilities. So ask our team to set things up and have us integrate the right landscape based insights into your workflow, projects, or services. We are here to assist. Got a challenge? Reach out!