AVR chooses IoT building blocks from Eurotech for its smart agriculture project

AMARO (Italy), June 21ˢᵗ, 2018 – Eurotech, a long-time leading provider of embedded systems and a global leader in Industrial Internet of Things (IoT) enablement, announced today that AVR, leading potato harvester manufacturer based in Belgium, has chosen the ReliaGATE family of intelligent edge computers running Eurotech's Everyware Software Framework and Everyware Cloud to manage the edge devices for its smart agriculture project to connect its harvesting machinery. These IoT building blocks are integrated by AVR partner delaware with an MS Azure-based IoT platform that gathers, analyzes and visualizes data from sensors on tractors and other farming vehicles.

With a showcase version up and running, AVR plans to release the platform for end users later in 2018, gathering market feedback to drive the development of new capabilities. No financial information has been disclosed.

AVR has a decades-long history in the field of potato agriculture, designing and manufacturing harvesters, planters and cultivators. It's a niche market, but they are one of the world's biggest players, exporting equipment to every continent. However, even a traditional industry like agriculture is being impacted by emerging IT innovations.

"Agriculture adopts new tech relatively slowly compared to other sectors. But the key words 'smart farming' and 'precision agriculture' are cropping up more and more often," explains AVR IoT manager Koen Uyttenhove. "We realized that in order to maintain our competitive edge and meet changing demands, we'd have to change our business strategy."

In the past, AVR focused much more on the mechanical side of agriculture. "Now, our goal is to develop smarter machines with many more sensors and use the data we collect to bring value and transparency to stakeholders along the entire value chain as an add-on to our core offer of high-quality machinery," he continues.

"As for the future, we're dreaming big," Koen asserts. "In addition to taking the state-of-the-art to a higher level, we want to explore other technologies such as the use of predictive analytics and image analysis to predict the quality and size of the crop."

But at the end of the day, AVR firmly intends to focus on producing quality machines. "Although these research projects are important to us and we are interested in providing some very specific software solutions, we are, above all, electromechanical experts and potato fans," Koen finishes.

About Eurotech

Eurotech (ETH:IM) is a global company that designs, creates and delivers full Internet of Things solutions, including services, software and hardware to leading systems integrators and enterprises large and small. With Eurotech solutions in place, clients have access to the latest open source and standardized software stacks, flexible and rugged multi-service gateways and sophisticated sensors to bring actionable data from the field into business operations. Working with world-class ecosystem partners, Eurotech delivers on the promise of the Internet of Things either from end to end, or with best in class building blocks, including device and data management, connectivity and communication platform, intelligent edge devices and smart objects following business models that fit today's business world. Learn more about Eurotech at www.eurotech.com.

About AVR

AVR is a Belgian company with its head office in Roeselare. AVR is a mechatronics company specializing in the manufacture of a full range of machinery for the cultivation of potatoes. From seed bed preparation, planting and ridging to haulm topping, harvesting and storing. AVR's mission is to help its customers store a higher percentage of sellable crops with less input. Reliability, steadfastness and commitment are key values in achieving that goal. Lear more about AVR at www.avr.be.

About delaware

delaware is a full-service technology partner with global capabilities across three key technology stacks: SAP, Microsoft, and OpenText. We provide services from business innovation through solution design, delivery, and sustainment, and pride ourselves on building long-term relationships with market-leading organizations across the globe. With over 1,950 consultants and in business since 1981, we have grown in head count and revenue every year since our inception, and we attract and retain the best. We operate across North America, South America, Europe and Asia from 26 offices in 13 countries, with offshore delivery canters in the Philippines, China, and Brazil. delaware is a gold Microsoft and SAP partner. As an organization, we run since 2017 our global business in the cloud (SAP S/4HANA) and are one of only a select few partners globally that are members of SAP's Partner Advisory Council for Innovation.

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