

IMAGERY AND ANALYTICS

Color Infrared

Compared to RGB imagery—which is similar to a digital photograph—color infrared imagery (CIR) provides a more detailed view by incorporating reflectance invisible to the human eye. CIR is especially useful for evaluating field conditions when crop canopy is minimal, allowing growers to address early-season issues before they impact yield.

Color infrared imagery reveals details an RGB image can't.

Common uses

- Evaluating early-season growth
- In annual crops, identifying areas of a field that need re-seeding
- Mapping variations in soil composition
- Pinpointing irrigation issues prior to planting
- Generating prescription maps for variable rate applications

How it works

Color Infrared imagery incorporates three spectral bands—red, green and near infrared. The colors shown in the imagery represent different concentrations of moisture and organic matter.

CIR imagery offers growers a comprehensive first look at a recently planted field by revealing which areas of a field experience the first plant emergence, as well as the uniformity of that initial growth. On bare ground, CIR imagery also offers a quick and cost-effective method of soil mapping.

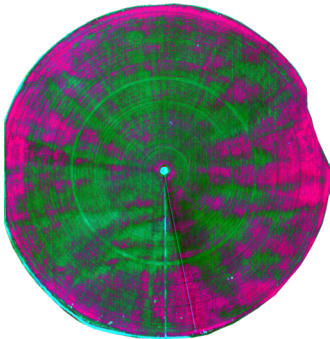
In humid summer months, CIR imagery is more effective than RGB imagery at displaying detail in hazy conditions. Variable rate zones generated from CIR imagery create opportunities for prescription mapping for herbicides, pesticides, and soil amendments throughout the season.



FROM IMAGERY TO ACTION

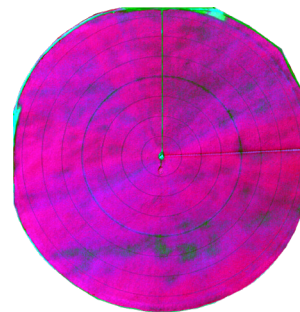
High-resolution multispectral imagery is only the beginning. Our analytics tools help you interpret your data—translating what you can see in your imagery into what you can do about it.

Color infrared imagery is included standard in all Ceres Imaging service packages.



Irrigation systems

Color infrared imagery can be used to evaluate irrigation systems prior to planting.



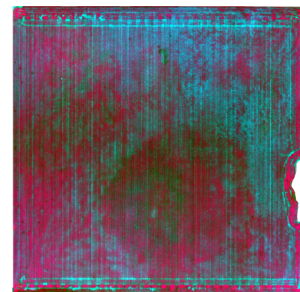
Soil mapping

Identifying stressed areas in imagery can guide a targeted tissue sampling strategy.



Issue detection

Linear patterns in this color infrared image correspond to damaged drip lines in the field.



Early-season monitoring

Color infrared imagery is especially useful for evaluating conditions in the field when crop canopy is minimal.

