

SPACECOM

SPACE COMMERCE CONFERENCE AND EXPOSITION

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Space-Age Agribusiness Solutions Capture the Spotlight

SpaceCom 2016 to Explore Use of Space Assets, Technologies to Address Agribiz Challenges on Earth

HOUSTON – Space and agribusiness industry leaders will explore new ways to control water usage, decrease fertilization costs, predict crop yields and enhance weather forecasting using affordable access to space-based assets at the annual [SpaceCom \(Space Commerce Conference and Expo\)](#). The largest commercial space conference in the world, SpaceCom 2016 will be held Nov. 15-17 at the George R. Brown Convention Center in Houston.

“In working together to leverage cutting-edge space-based assets, we can develop game-changing applications to address critical issues facing the agribusiness industry here on Earth,” said James Causey, executive director of SpaceCom. “Our unique approach at SpaceCom allows attendees to do much more than listen to speakers behind a podium. They get to discuss real-world problems and collaborate on next-generation solutions. For the agribusiness industry, this means finding ways to enhance precision farming. By cross-pollinating knowledge and assets, we can devise applications never before imagined.”

Technologies developed for space, such as global positioning systems (GPS) and global navigation satellite systems (GNSS), are already escalating the practice of precision agriculture. Today, there are crop yield monitors mounted on GPS-equipped combine harvesters. Variable rate technologies are transforming seeders, sprayers and more. Multi- and hyper-spectral aerial and satellite imagery are resulting in normalized difference vegetation index (NDVI) maps to detect live green vegetation. SpaceCom will showcase these cross-over technologies and demonstrate existing applications that can be used to improve profits, create new product lines and gain market share.

“Use of space technology offers farmers sound ways to improve profitability by making better informed operating and financing decisions, not to mention helping to maximize the use of crop inputs,” said Kent Schescke, Executive Vice President of Council for Agriculture Science and Technology. “SpaceCom gives the unique opportunity for agribusiness and space professionals to explore how science, innovation, smart data and partnerships can increase automation and technology for improved efficiency. Attending is a win-win for everyone involved.”

SpaceCom comes alive via five specific Applications Workshops, which is where the vital cross-industry collaborations take place. At the 2016 event, agribusiness professionals will benefit from workshops such as *Climate: Affecting Every Business*, where industry leaders will emphasize big data and analytics to forecast and measure the impact of weather on crop growth. Another workshop, *Natural Resources: Effective Husbandry*, will explore Earth-observation and remote-sensing technologies addressing issues such as water and crop contamination.

Other Applications Workshops at SpaceCom 2016 include *Our Oceans: The Vital Resource*; *Remote Medicine: Quality Care Anywhere and Everywhere*; and *Materials: Reshaping our World*.

Through participation in the Applications Workshops, agribusiness attendees will walk away with new ways of addressing topics such as:

- Optimizing water usage
- Conducting “smart farming” via drones and automated equipment
- Detecting droughts
- Providing automated steering and tractor guidance
- Mapping soil types
- Inspecting land prior to financial investment
- Monitoring pests and infestation, as well as fraudulent crop insurance claims
- Determining flood risks via hydrological modeling
- And more

The three-day event will also feature conference sessions with agribusiness experts from companies such as The Climate Corp., CropGrower, SatShot and NavCom Technologies, Inc. In addition, there will be numerous opportunities for cutting-edge entrepreneurs, business leaders and investors to do business and forge partnerships to gain competitive advantage. A full conference program is available [here](#).

[Registration](#) for this year’s event is currently open, and attendees who sign up before Sept. 9 can take advantage of a \$200 savings. [Sponsorships and exhibit booth space](#) are also still available. For more information, visit www.spacecomexpo.com.

About SpaceCom

[SpaceCom](#) (the Space Commerce Conference and Exposition) focuses on the application of space technologies to fuel business innovation across the advanced manufacturing, agribusiness, energy, maritime and medical industries. The event is produced in collaboration with [NASA Johnson Space Center](#), [Center for the Advancement of Science in Space \(CASIS\)](#), [Greater Houston Convention and Visitors Bureau \(GHCVB\)](#), [Houston First Corporation](#) and [National Trade Productions](#). For more information, visit www.spacecomexpo.com.

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