

## **ConserWater launches online dashboard for precision irrigation**

*Highly efficient irrigation is now accessible for every farm, regardless of size.*

Los Angeles, Oct 13, 2017 – With the onslaught of drought in the western United States, several precision irrigation technologies have been in the limelight, ranging from soil moisture sensors to evapotranspiration-based irrigation controllers. However, the price of the equipment usually varies inversely with its accuracy. For example, evapotranspiration techniques are the cheapest but have much lower precision than the more expensive soil moisture sensors. On the higher end of the spectrum, aerial photography offers detailed information about the water and nutrient needs of crops, but largely falls out of the affordability range of the typical farmer.

ConserWater Technologies, a new precision agriculture startup, is trying to disrupt this paradigm by providing irrigation predictions to level of precision of soil moisture sensors, but without the physical equipment and at a fraction of the cost. ConserWater Technologies just announced the public release of ConserWater Web, its web dashboard, in the US, so no matter whether you grow almonds in California or peaches in Georgia, you can now use a simple dashboard interface to water your crops efficiently. ConserWater can improve irrigation water efficiency by 30%, and is easily scalable to farms of any size. For example, for a plot of wheat, just log in and in a few seconds the dashboard may tell you that you need to run your sprinklers for 1 hour and 42 minutes. Then all you need to do is enter 1 hour and 42 minutes into your irrigation timer. Congratulations! You have turned your timer-based irrigation controller into an internet-powered super-controller!

ConserWater has no physical equipment, and relies on NASA satellite data, weather data, topography and a variety of other information, along with Artificial Intelligence (AI) to predict irrigation water needs. Its predictions are localized to your exact farm, to the resolution of having a \$500 soil moisture sensor every 10ft. And its predictions are calculated instantly, right when you request to find your farm's water needs. A year-long subscription to the ConserWater Web dashboard can be purchased from ConserWater Technologies' official website, [ConserWater.com](http://ConserWater.com), and pricing starts from just \$1.99 a month.

“We are very excited to make ConserWater's irrigation predictions available through our newly released cloud dashboard, ConserWater Web,” said Aadith Moorthy, founder of ConserWater Technologies. “Now any farmer in the US can harness ConserWater's predictions to save on their water and energy bills!”. Clearly, the era of cheap but efficient irrigation has arrived.

For more information, visit our website [www.ConserWater.com](http://www.ConserWater.com)

About ConserWater Technologies:

We, at ConserWater Technologies, aim to bring efficient irrigation to every farm worldwide, with AI. We are a diverse team of AI-experts and entrepreneurs dedicated to solving irrigation efficiency for every farmer.

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