



Digital agriculture and agronomic research: Wintersteiger and Delair sign a strategic partnership

Exclusive distribution agreement will offer combined field-testing equipment and visual intelligence solutions to meet the increasingly demanding challenges of agricultural field research

Ried, AUSTRIA and Toulouse, FRANCE – February 4, 2020 - [Wintersteiger](#), the world's number one in field trial technology, and [Delair](#), a leading provider of end-to-end visual data management solutions, today announced their strategic partnership to offer the combined power of turnkey agricultural research equipment and visual data management solutions to seed breeding and production companies, universities, research institutes and agrochemical companies. Through the agreement, Wintersteiger becomes the exclusive reseller of Delair's hardware and software solutions for field trials. The partners presented their joint go-to-market strategy at the annual [DLG event](#) in Hanover, on January 28, 29, 2020.

New-generation drone systems and sophisticated aerial imagery analytics are revolutionizing plant science research and the entire agriculture industry by providing large-scale field-based plant phenotyping data, and therefore a better understanding of how seeds perform in the field. Combined with powerful machines built for breeding and crop variety trials that help achieve optimum harvest quality and superior breeding outcomes, it can further accelerate the progress of breeding programs and reduce working time and cost per plot.

Through the exclusive dealership agreement, Wintersteiger will include the [Delair UX 11 AG long-range drone](#) and [the delair.ai cloud platform](#) in its portfolio of solutions to cover the entire cycle of field research. This way, its customers will benefit from a one-stop-shop partner to manage their breeding populations, test plots and phenotyping data, with an optimized decision support workflow.

“This collaboration aims to provide our customers with seamless access to the best breeding workflow available, and therefore enable them to accelerate their product developments,” said Christopher Schiehauer, Head of Business Field Seedmech, at Wintersteiger. “The team at Delair shares our vision to empower a diverse community of innovators to unlock the global genetic potential of plants through the digitalization of the whole field research.”

“The ambition of the collaboration is to build the most complete digital solution for field trial activities, said L  na  c Grignard, Agriculture and Forestry product manager at Delair. We are honored and really excited that our products are now available through the world's leading supplier of agricultural research equipment. Wintersteiger has established itself at the top of an

exciting market and this new partnership serves as a great example of their innovative and ambitious initiatives.”

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About Wintersteiger

Wintersteiger AG is an international machinery and plant engineering group. Founded in 1953, it has gradually established itself as a leading provider of innovative solutions for customers in technically sophisticated niche markets. The business fields of the company consist of: SEEDMECH (Turnkey solutions for plant breeding and research), SPORTS (One-stop supplier for ski and snowboard rental and servicing), WOODTECH (Process solutions for precision thin-cutting, wood repairs and cosmetics) and METALS (Leveling technology machines and systems).

Wintersteiger is the world market leader in its SEEDMECH, SPORTS and WOODTECH business fields. The group delivers to no fewer than 130 countries from its headquarters in Ried im Innkreis, Upper Austria, and via 15 subsidiaries and 60 representative offices. Wintersteiger has more than 1000 employees worldwide. For more information, please visit www.wintersteiger.com.

About Seedmech

Wintersteiger offers complete solutions for the entire sowing and seed cultivation process. The Wintersteiger "one-stop-shop" concept provides customers with everything they need from a single source. As application specialists, Wintersteiger's process expertise and proactive services along the entire value chain delights our customers.

The product range includes plot and seed increase combines, stationary threshers, plot forage harvesters, plot seeders, software solutions for data collection and evaluation, fertilization and crop protection equipment, as well as laboratory equipment.

About Delair

Delair is a leading provider of end-to-end, visual intelligence solutions that enable enterprises to capture, manage and analyze their assets and turn the collected data into valuable business insights. The company's offerings combine high performance UAV hardware with delair.ai, the industry's most robust platform to power your entire visual intelligence workflow, from data management to advanced analytics. Its solutions are sold in over 70 countries with a network of more than 100 resellers in industries such as mining, construction, agriculture, oil and gas, utilities and transportation. Delair has strengthened its position as a global leader through strategic acquisitions (Gatewing, Airware/Redbird), and a strategic investment by Intel Corporation. Founded in 2011 by experts in the aerospace industry, the company employs 140 people and has offices in Toulouse, Paris, Los Angeles and Singapore. For more information, go to www.delair.aero.

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