

# ZUKUNFT LANDWIRTSCHAFT DIGITALE TECHNOLOGIEN & INNOVATION

CHRISTOPH  
BURKHARDT



*SCAN ME!*

OneLife



TINYBOX



# 1 **EMERGING TECHNOLOGIES** *was kommt auf uns zu?*



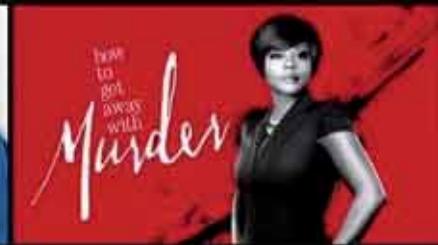






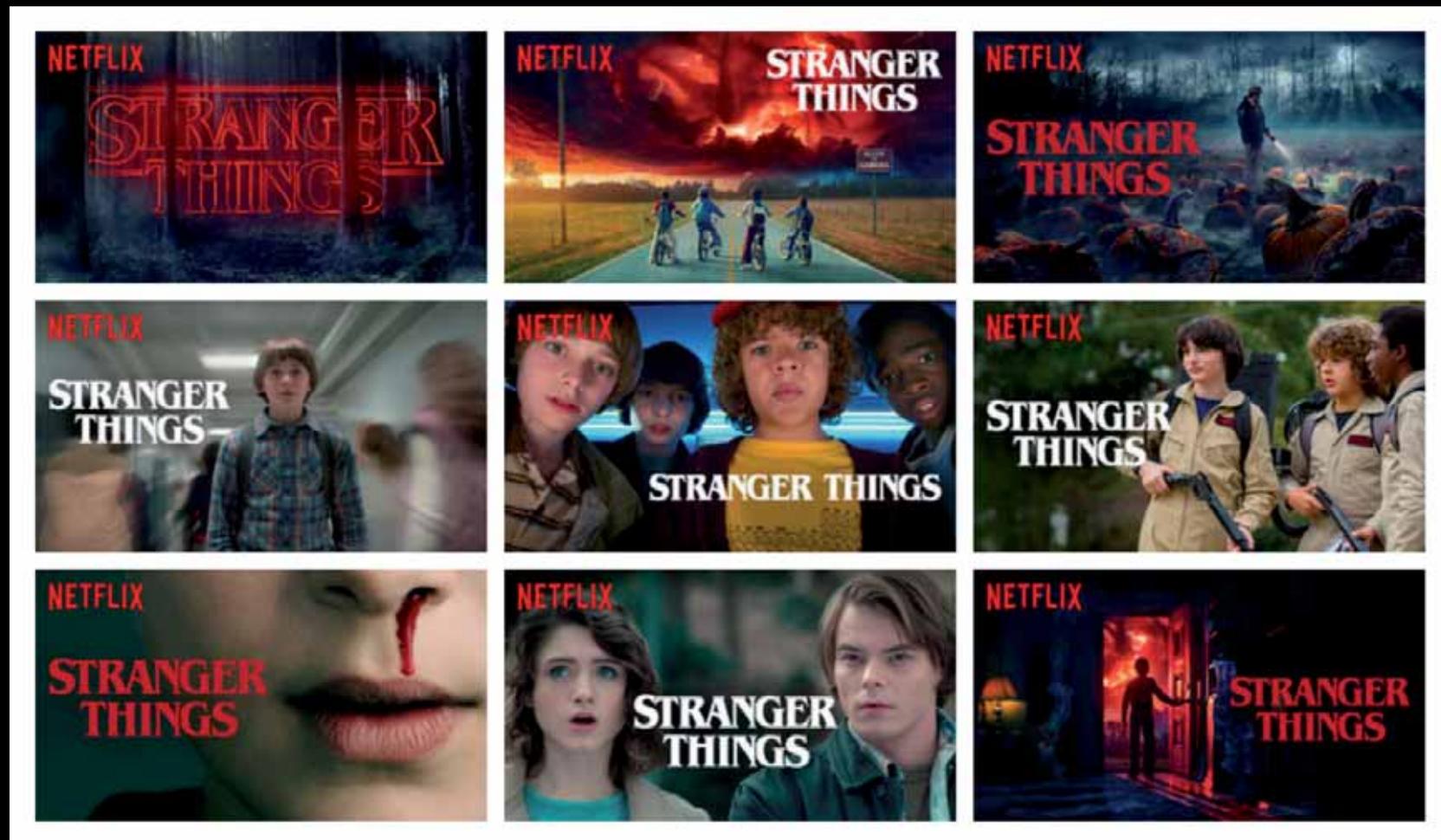
# FROM OBJECTS TO INDIVIDUALS





# 100% PERSONALIZED

- Movie Recommendations
- Auto-Generation and Personalization of Thumbnails
- Location Scouting for Movie Production

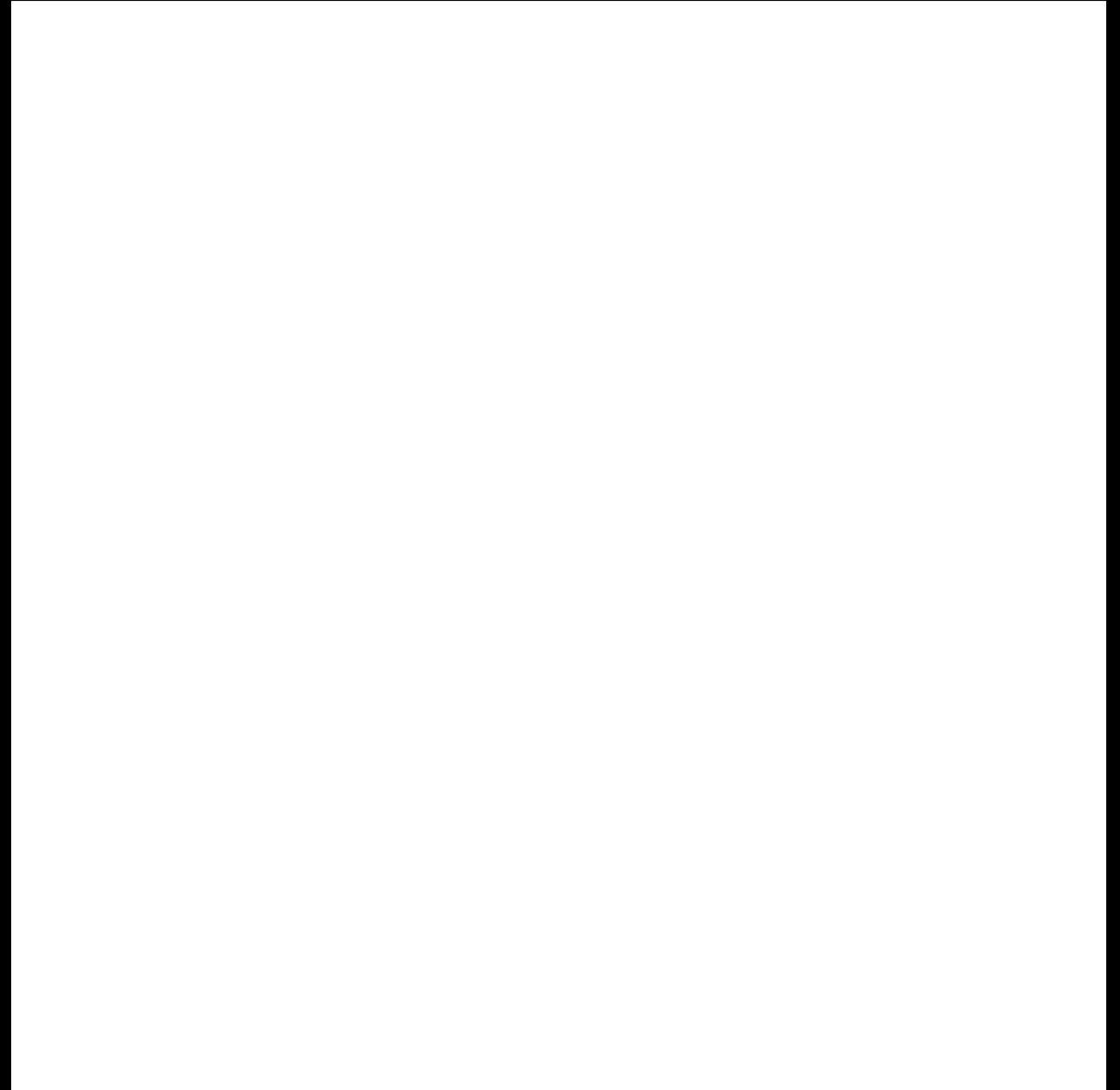


# AUGMENTED INTELLIGENCE

- Augmented Information
- Ease of Access
- Added Context

# AUGMENTED INTELLIGENCE

- Augmented Information
- Ease of Access
- Integrated Answers
- Switch between systems
- Go digital everywhere





# WALGREENS' SMART FRIDGES

SCAN YOUR FACE  
AND REMEMBER  
YOUR BEHAVIOR





DESIGN  
YOUR  
HEALTH

FORWARD

FORWARD  
PERSONALIZED  
PREVENTATIVE  
MEDICINE

17:32



COMPREHENSIVE BASELINE

Get a complete picture of your health using the latest in medical technology

[Get Started](#)

[Log In](#)

17:32



PERSONALIZED CARE

Collaborate with your doctor and our tech to design a plan tailored to you

[Get Started](#)

[Log In](#)

17:32



COMPLETE ACCESS

Stay healthy with remote health tracking and 24x7 access to your care team

[Get Started](#)

[Log In](#)



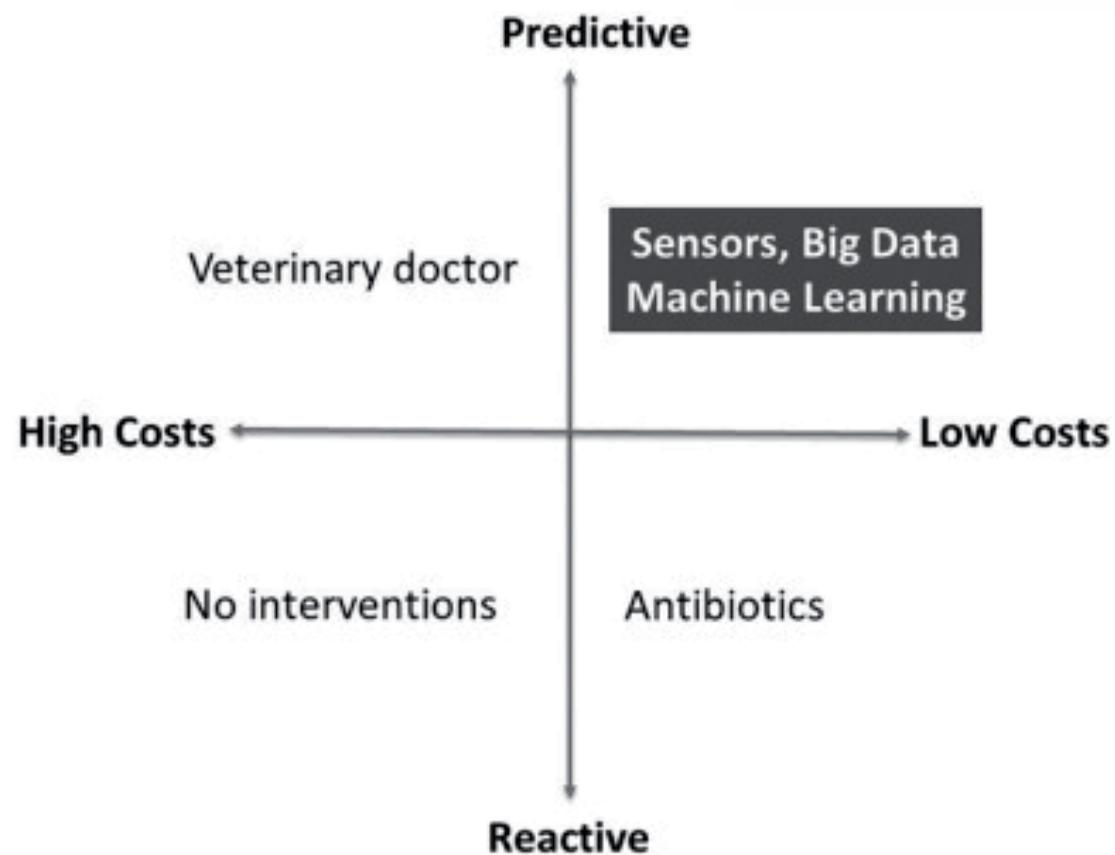


# 2 **THE NEXT AGRICULTURAL REVOLUTION**

*was wird  
möglich?*



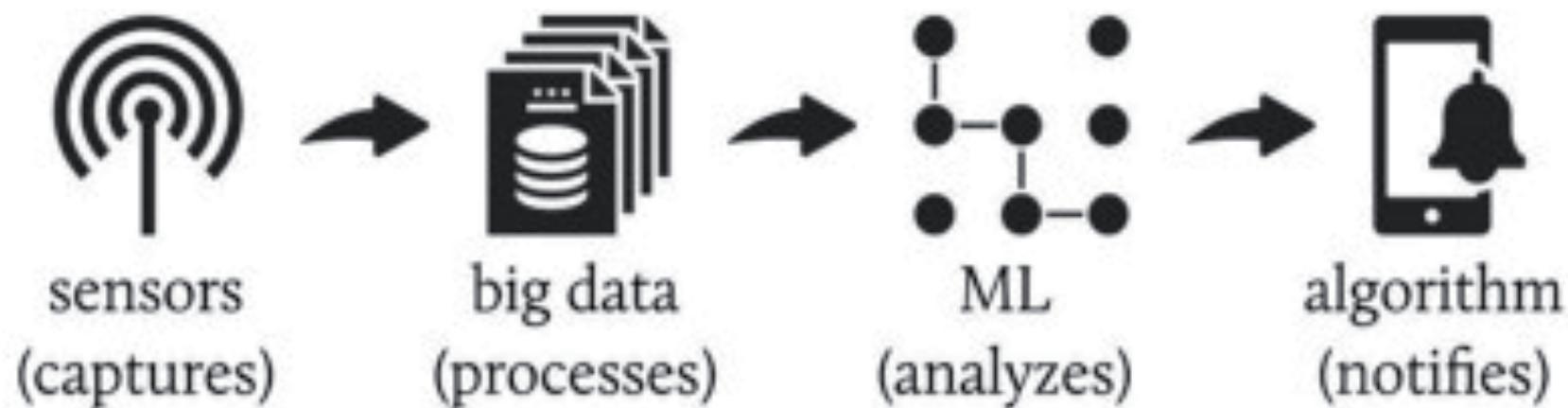
# FROM REACTION TO PREDICTION





# NEW PROCESSES DRIVE NEW TECHNOLOGIES

FROM SENSORS TO ALGORITHMS



# EWETRACK







PIGUARD

**SERKET** Search houses, cages or help...

**House 001 / Pens** Add a new pen

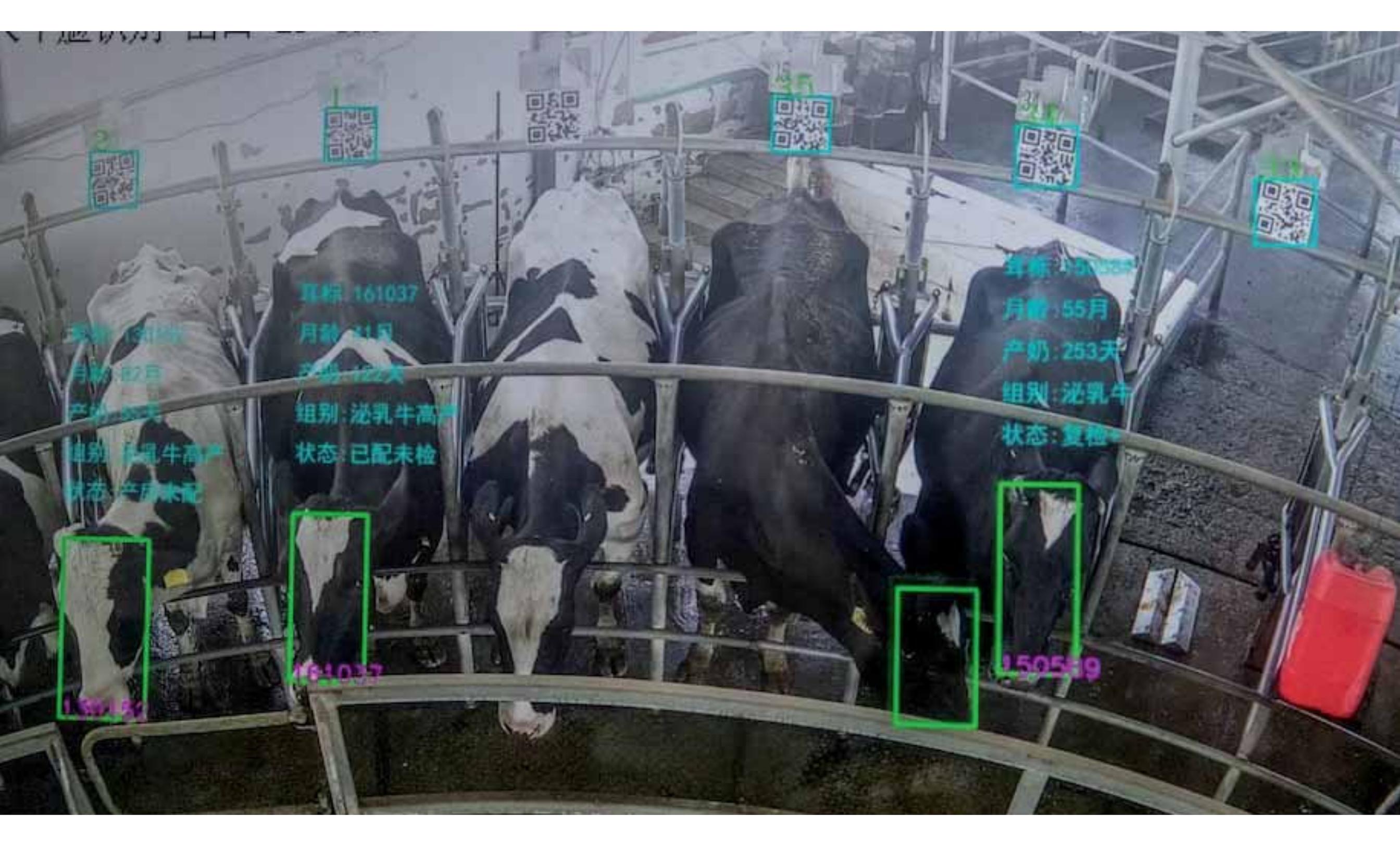
Dashboard Houses

**Healthy** Filters Customize display

Pen	Camera	Nums	Age	Weight	Status	Team	Act
<input type="checkbox"/> HGP01	O-GP01	25	8	48	●	Team 1	
<input type="checkbox"/> HGP02	O-GP02	25	8	46	●	Team 1	
<input type="checkbox"/> HGP03	O-GP03	25	8	46	●	Team 1	
<input type="checkbox"/> HGP04	O-GP04	25	8	48	●	Team 1	
<input type="checkbox"/> HGP05	O-GP05	25	8	49	●	Team 1	
<input type="checkbox"/> HGP06	O-GP06	25	8	49	●	Team 2	
<input type="checkbox"/> HGP07	O-GP07	25	8	48	●	Team 2	
<input type="checkbox"/> HGP08	O-GP08	25	1000	14	●	Team 2	
<input type="checkbox"/> HGP09	O-GP09	25	1000	14	●	Team 2	
<input type="checkbox"/> HGP10	O-GP10	25	1000	14	●	Team 2	
<input type="checkbox"/> HGP11	O-GP11	25	1000	14	●	Team 2	
<input type="checkbox"/> HGP12	O-GP12	25	1000	14	●	Team 3	
<input type="checkbox"/> HGP13	O-GP13	25	1000	14	●	Team 3	
<input type="checkbox"/> HGP14	O-GP14	25	1000	14	●	Team 3	
<input type="checkbox"/> HGP15	O-GP15	25	1000	14	●	Team 3	
<input type="checkbox"/> HGP16	O-GP16	25	1000	14	●	Team 3	

Select a pen...  
This section will be empty until you select a pen from the table on the left

Viewing 1-18 of 36



耳标: 150519  
月龄: 82月  
产奶: 35天  
组别: 泌乳牛高产  
状态: 产房未配

耳标: 161037  
月龄: 31月  
产奶: 122天  
组别: 泌乳牛高产  
状态: 已配未检

耳标: 150519  
月龄: 55月  
产奶: 253天  
组别: 泌乳牛  
状态: 复配+

150519

161037

150519

150519



# NEW SENSORS CAPTURE BEHAVIOR



# ARTIFICIAL INTELLIGENCE IDENTIFIES INDIVIDUALS







# FROM IDENTIFICATION TO PREDICTION



栏位盘点数: 12头



Prediction of Addison's disease



Good afternoon Peter!



I found 1 new insight for today:



#2375 is in estrus for the first time since calving.  
Today 02:00 - 07:00

3 cows are showing signs of  
Yesterday

3 cows are possibly having a serious health issue  
Yesterday

#9772 Mastitis  
Has barely eaten in the past hours  
Sunday 21:30 - Yesterday 03:10

3 cows are showing signs of

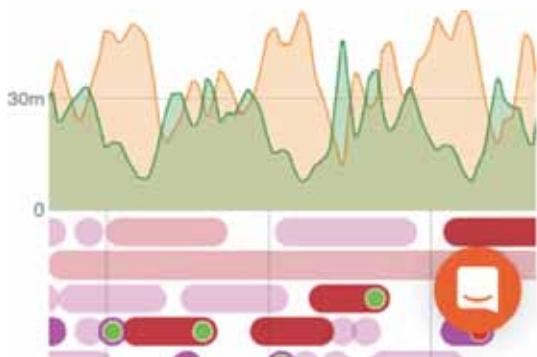
### Analytics

< 01 Jun 2019 - 04 Jun 2019 >

1 day **3 days** 1 week 1 month 3 months

### Farm

#### Feed



#8416 has barely eaten in the past hours

Yesterday 17:15 - Today 09:50

This cow has barely eaten and ruminated in the past hours, and this can be an indication of a serious health issue.

AREA	STATUS	D.I.M
8	pregnant	345

Does this cow have a health problem?

yes maybe no

I can help you diagnose the cow!

By answering a few questions, I can help you find the most likely health problem of this cow

Start diagnosis

calved

#2 may be calving soon or may have already calved

Today 03:00 - 07:25

This cow's rumination behavior indicates an imminent calving. It has been 281 days since insemination.

STATUS	D.I.M	LACTACTION
dry	375	2

Is the cow now calving or has calved in the last 24 hours?

✓ calved ✗

calving distress

< 07 May 2019 - 06 Jun 2019

Diagnosing cow #8416

< Can the cow stand up?

✓ ? ✗

#### MOST LIKELY

rumen acidosis

#### TOP SUGGESTIONS

based on the answers you have given so far

pneumonia

inflammation

mastitis

milk fever

lameness



# 3 **LIVE CHANGING TRENDS**

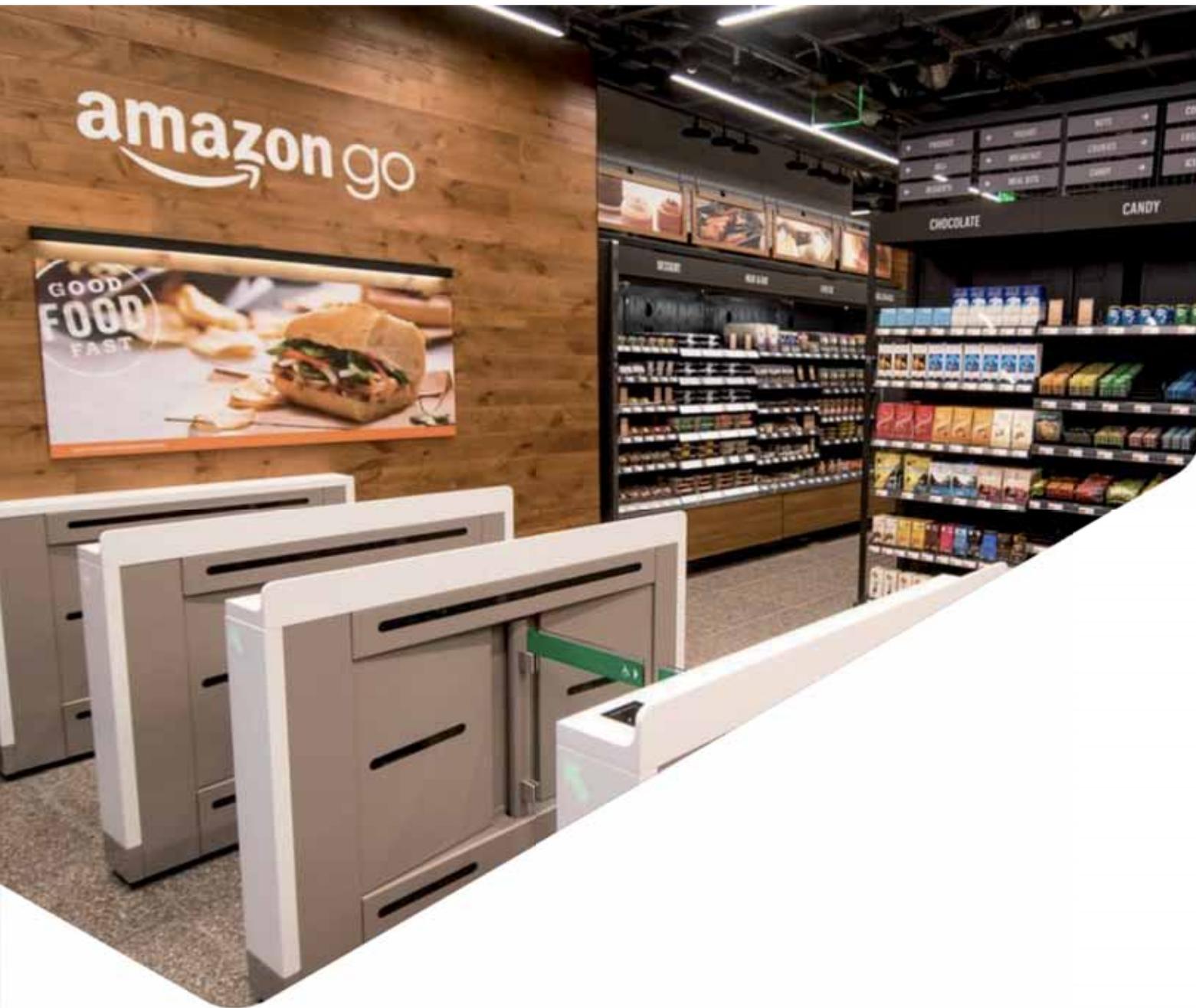
*was ändert  
sich wirklich?*



# TREND BE FAST

WE DON'T WAIT FOR ANYTHING  
WE GET USED TO NOT WAITING  
WE DO NOT ACCEPT WAITING

1\  
DON'T MAKE  
ME WAIT



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# AMAZON GO

GRAB AND GO  
NO CASHIER  
NO LINES



# TREND ANTICIPATE

WE GET USED TO PREDICTION  
WE EXPECT PERSONALIZED  
EXPERIENCES

2\  
DON'T MAKE  
ME ASK



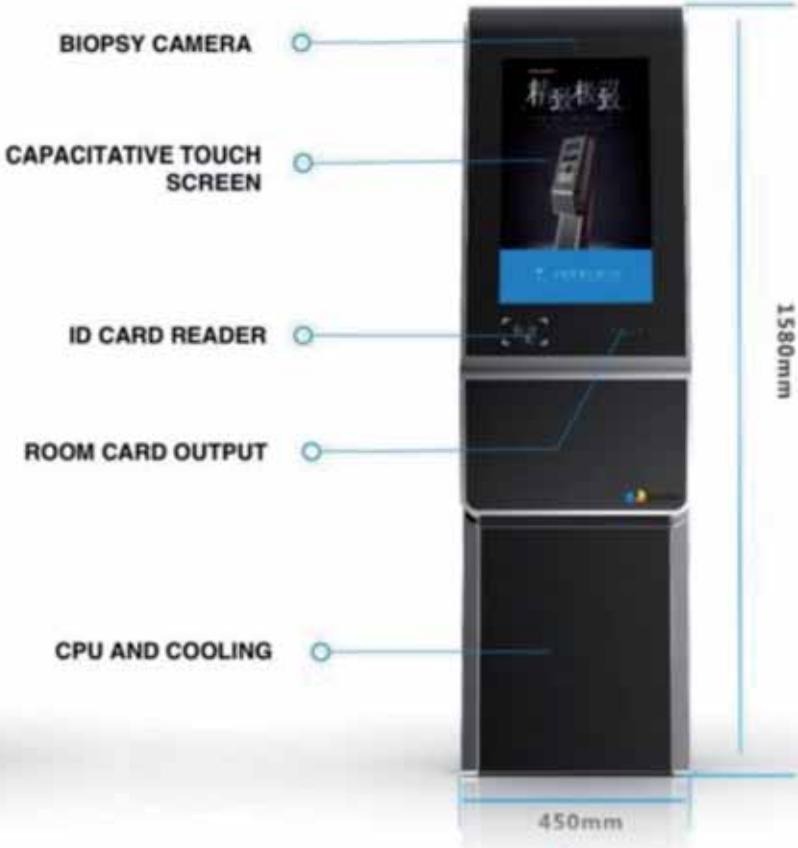
# Facial Recognition Check-in Hardware



Shiji™



360mm



# FLIGGY

MARRIOTT  
ALIBABA  
BIOMETRIC  
CHECK-IN



# TREND BE USEFUL

MAKE IT EASY TO CHOOSE  
MAKE ME TRUST YOU  
DON'T SELL TO ME

3\  
DON'T MAKE  
ME THINK

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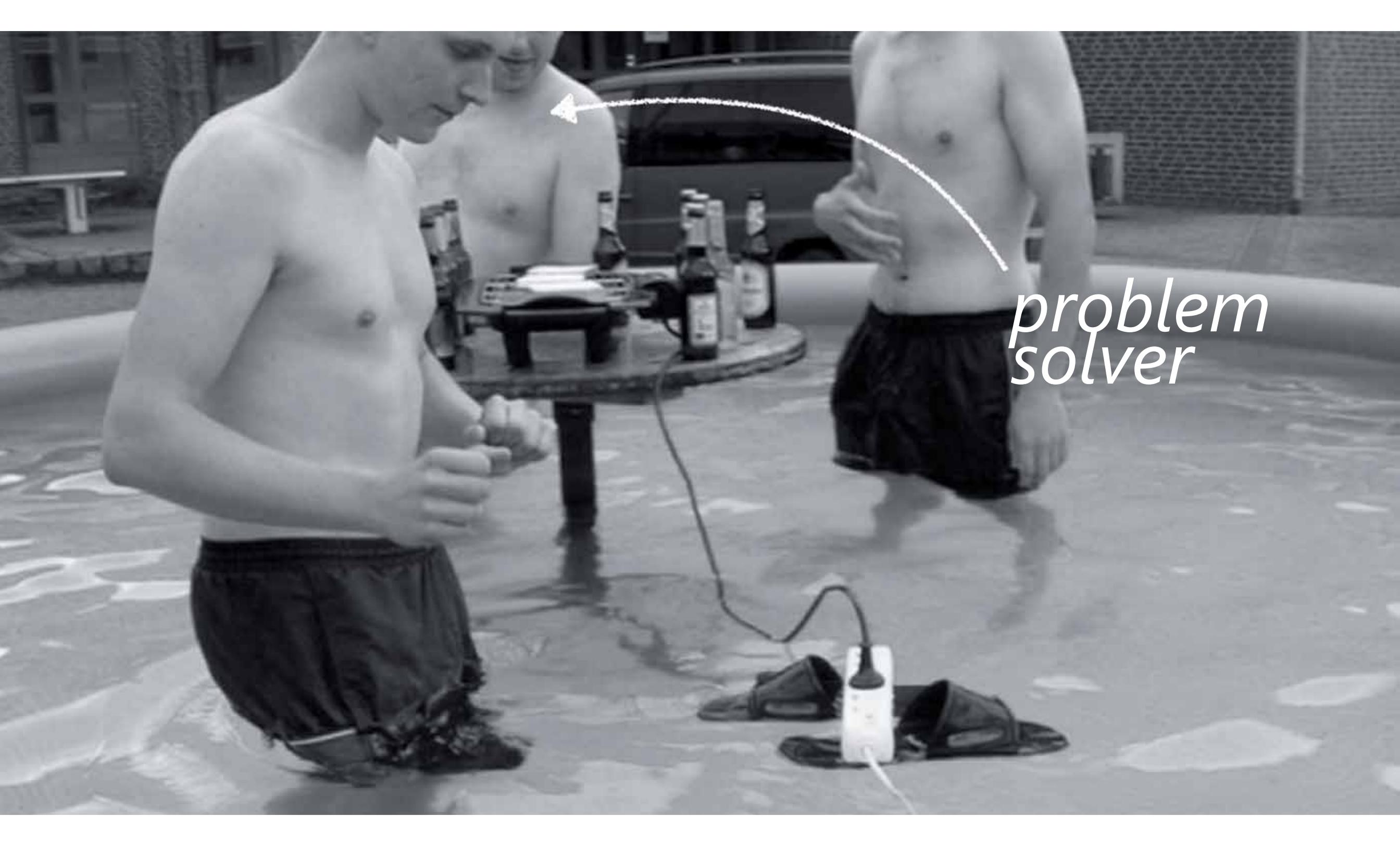


# IKEA AR

SEE FURNITURE IN  
YOUR OWN SPACE  
FOR INSTRUCTIONS



4  
**WHAT  
TO DO NOW**  
*wie geht  
es weiter?*



*problem  
solver*



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# QUESTION THE QUESTION

IS THIS REALLY A GOOD QUESTION  
YOU ARE WORKING ON?

great  
idea

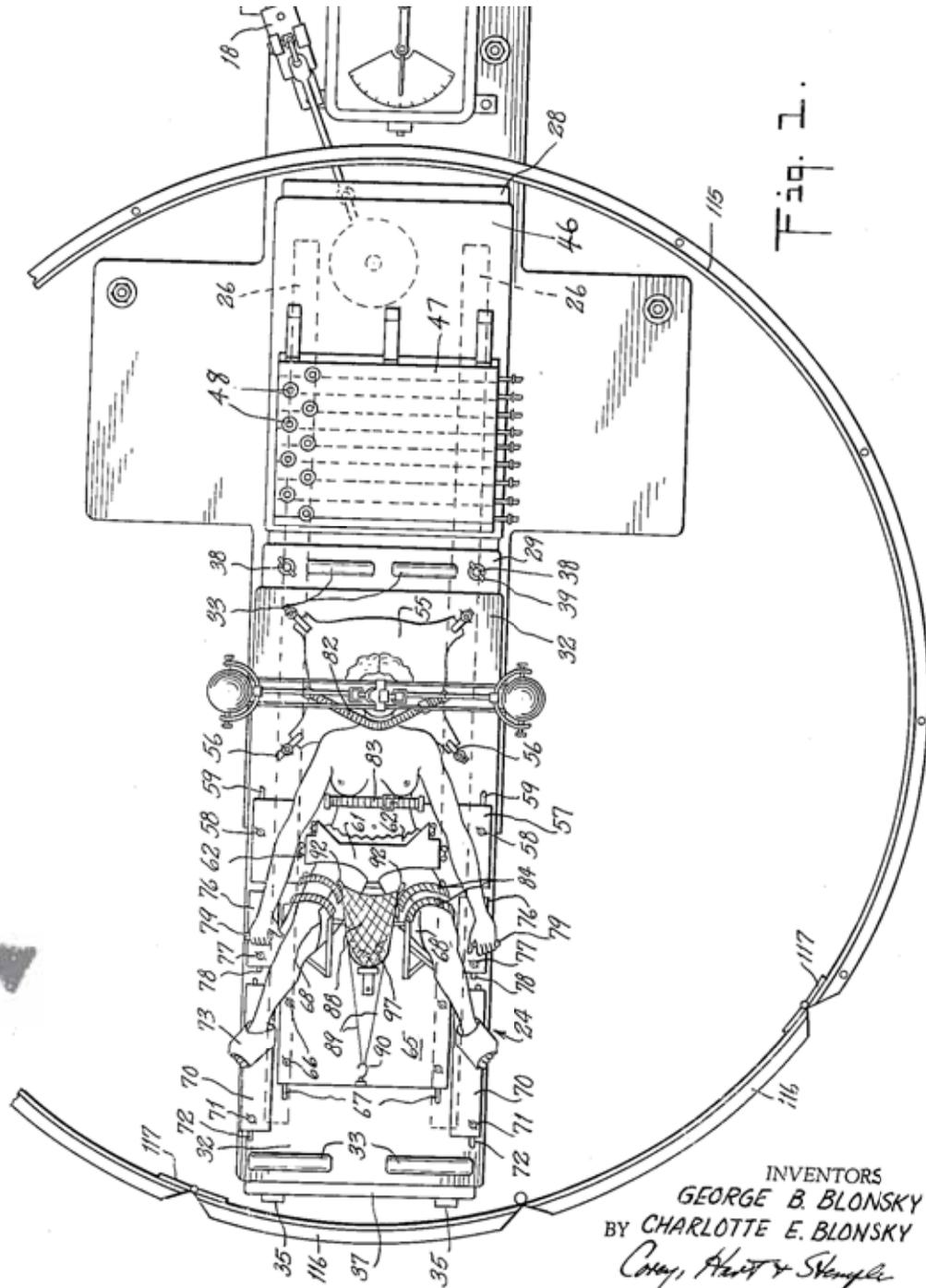


Fig. 2.

INVENTORS  
GEORGE B. BLONSKY  
BY CHARLOTTE E. BLONSKY  
*Chas. Hart & Sample*  
ATTORNEYS

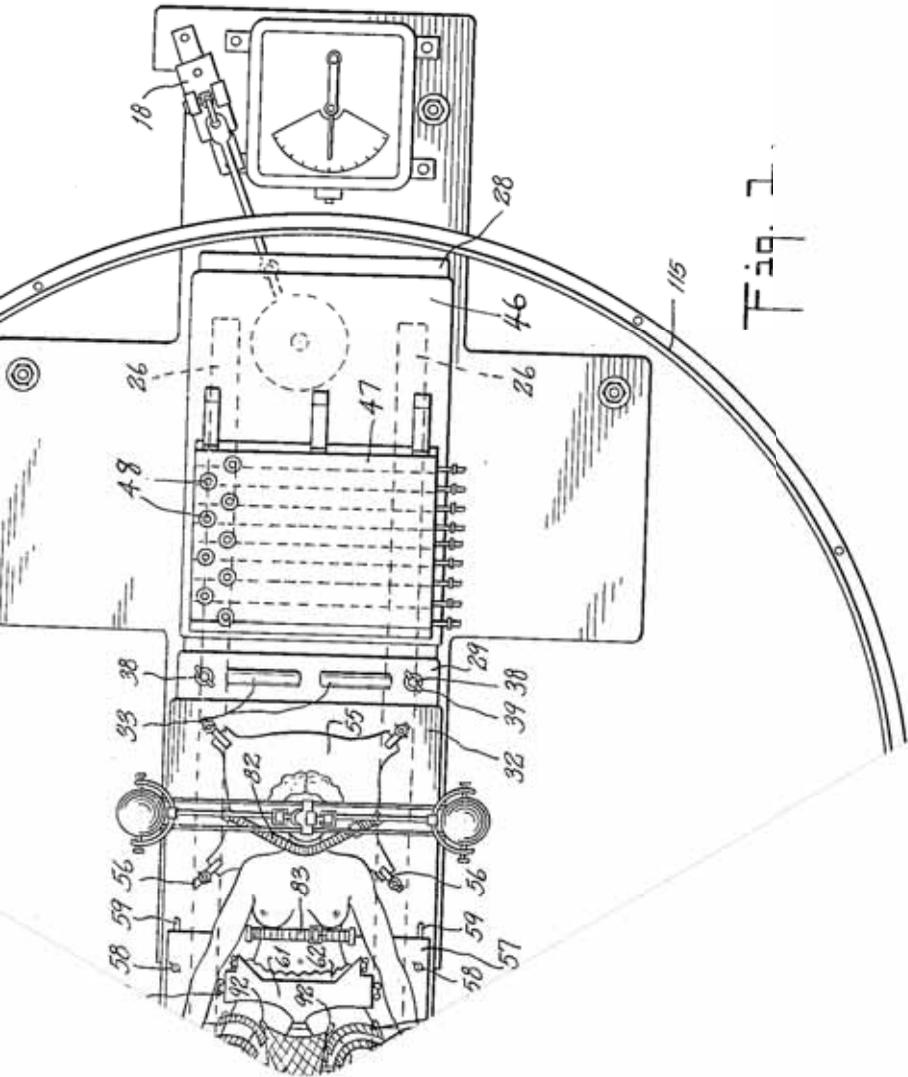
Nov. 9, 1965

Filed Jan. 15, 1963

G. B. BLONSKY ET AL  
APPARATUS FOR FACILITATING THE BIRTH OF  
A CHILD BY CENTRIFUGAL FORCE

3,216,423

4 Sheets-Sheet 1



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# UNDERSTAND THE STAKEHOLDER

HOW DO YOU OPTIMIZE  
THEIR EXPERIENCE?

*needs  
this*





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# IDENTIFY A REAL NEED

WHY DO PEOPLE  
REALLY NEED YOU?



*stop*





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# EVOLUTION BEATS DESIGN

WHAT CAN YOU IMPLEMENT  
RIGHT AWAY?



# CONNECT

LET'S STAY IN TOUCH

