



HIGH RESOLUTION IMAGERY FAQ

What are the main benefits of using high resolution images?

By seeing your paddocks in high resolution images at sub 1-metre, you can pinpoint issues that are difficult to spot at ground-level.

Benefits include:

- Instantly target issues during critical periods at a resolution suited to intensive permanent cropping
- Pinpoint on-ground issues before scouting and tissue sampling
- Monitor and track crop vigour
- Save time and costs knowing where to sample, and target fertiliser and water applications
- See detail down to an individual row or tree in an orchard
- See machinery impacts on crop production
- See trial strips
- See finer detail which helps explain the causes of variability
- See smaller features such as drains, roads and field boundaries
- Pick up fine-scale disease outbreaks (often before they can be detected in the field)
- See nutrient striping from poor spreader applications

With this valuable information to hand, you can make more accurate decisions about how to proactively manage your crop.

How many images can I purchase?

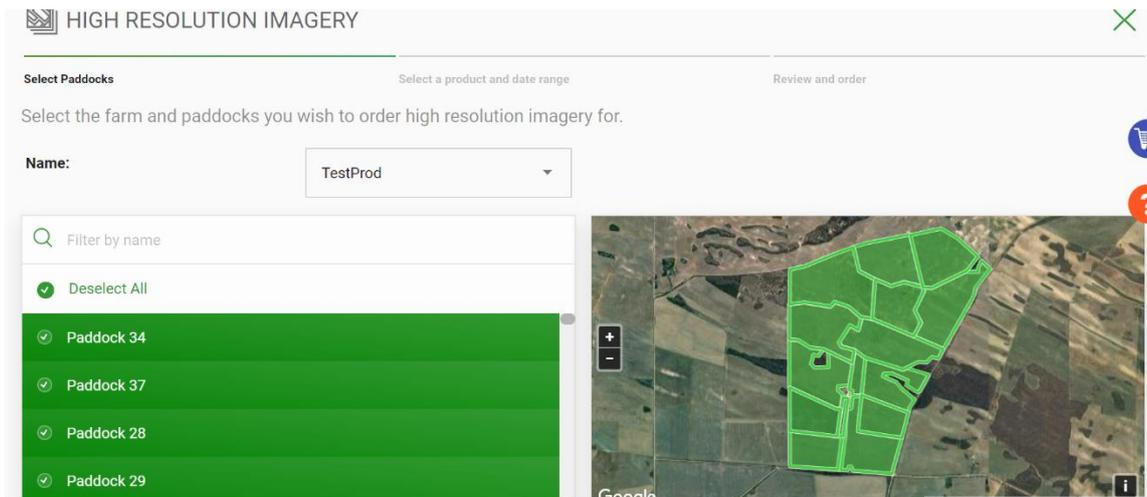
Two options are being offered for purchase, either 1 single capture or multiple captures. In the case of multiple captures, you will receive between 3-5 image captures during the season, depending on image availability from the provider. This is typically over a three to six month period.

What is the process for obtaining images?

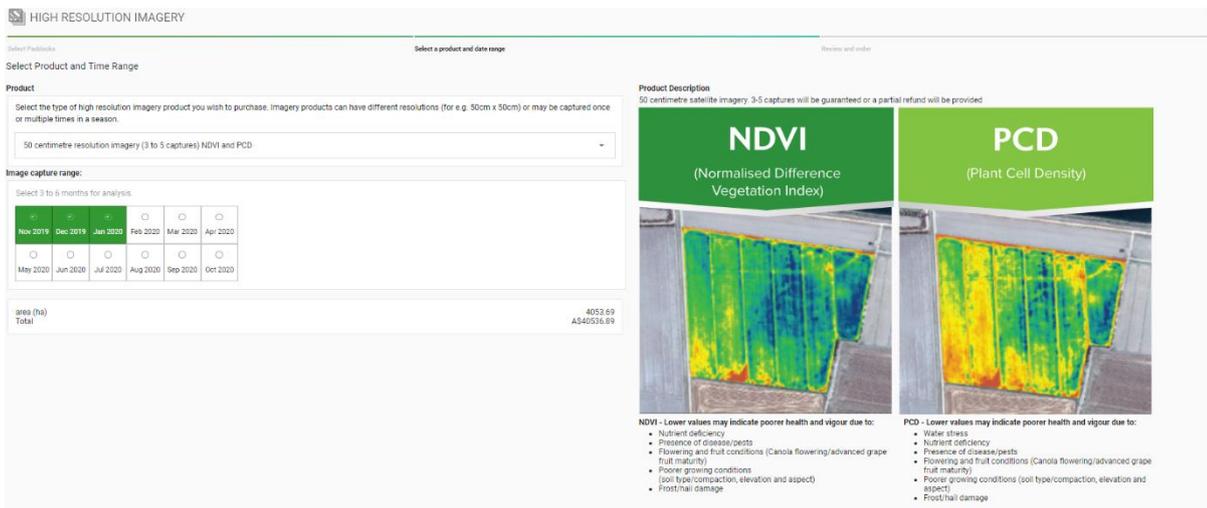
If you are an existing user of the DataFarming Digital Agronomist platform, you should already have your paddocks drawn or uploaded into the system. In this case you simply login to your account, open your farm and select 'Order High Res Imagery' from the right-hand side of your screen. As a new user, create an account at maps.datafarming.com.au, and follow the prompts to set up your farm(s) and paddocks. (Or visit the [Technical Support Hub](#) on our website for assistance).



Once you have clicked 'Order High Res Imagery' you will be directed to a quotation screen. Here, you need to select your chosen paddocks.



After choosing your paddocks, you should select whether you wish to obtain single or multiple captures and the preferred timeframe, before registering your payment method.



The DataFarming team will then contact you to ensure the boundaries and order are correct. You will then be issued an invoice which is payable upfront, prior to any imagery being tasked over your property.

How long does it take to get the images?

Once the order is placed, it typically takes 10-14 days before the satellite company will begin capturing images. It's important to note that it may take several attempts before you receive an image.

Once a successful capture has occurred (please see details below regarding definition of successful capture) we will notify you by email and text to let you know that your images are ready in the Digital Agronomist platform.

Once ordered, are my images guaranteed?

Whilst every effort is made to capture and deliver images in a timely manner, due to the nature of satellite imagery, there are many factors that are out of our control.

These include, but are not limited to: cloud cover, satellite demand, satellite availability, imagery availability after capture, and changes to imagery supplier terms and conditions.

A 'successful' image capture is classified by satellite imagery suppliers as one which has less than 15% cloud cover; in which case we must purchase the data. In this case, there is a possibility that the cloud cover may be directly over your paddock(s) of interest. In this case we are unable to provide a refund.

Why do I have to pay upfront?

Due to the nature of high resolution images being captured on-demand by a third party, full payment needs to be made prior to any image capture. We are not able to begin tasking your images with the provider until the invoice has been paid in full, unless otherwise agreed.

Will I be refunded if images cannot be captured?

For single captures, if we are unable to capture a single image during the time window supplied, we will refund the full purchase price.

For multiple captures, if we are unable to capture at least three images over the desired window, we will refund you as follows:

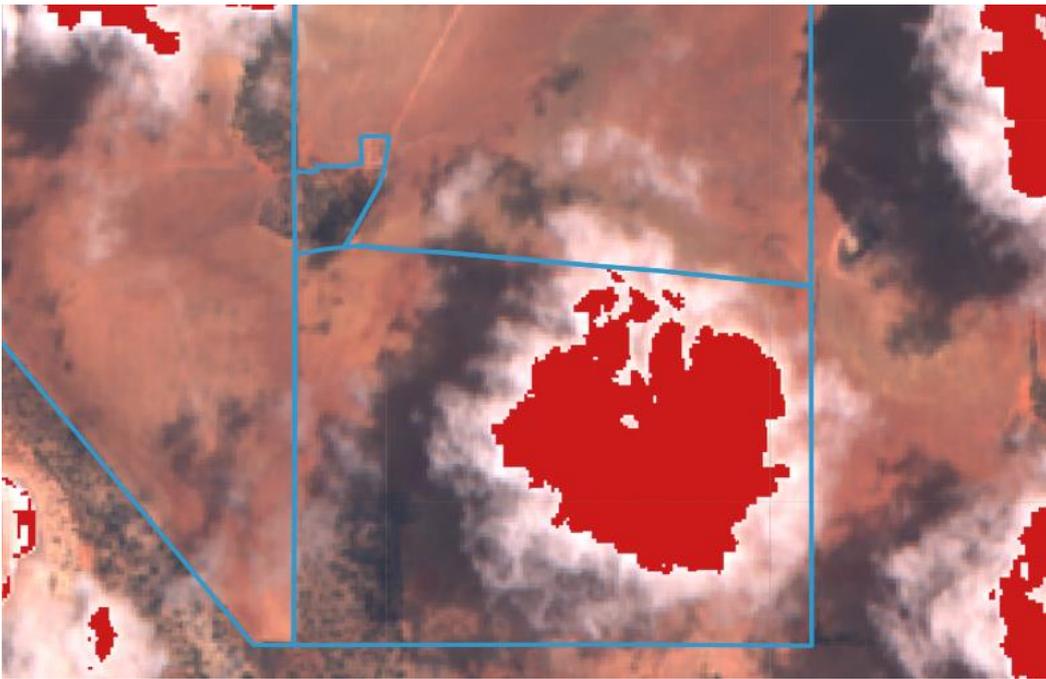
- a. No images capture – 100% refund
- b. One image captured – 50% refund
- c. Two images captured – 25% refund

Can cloud affect what I see on the image?

Cloud does affect the NDVI and PCD images. Cloud makes the crop appear 'poor – or red in colour' when it may not be. For this reason, it is important to select the 'cloud' icon on the screen.



This will show you a true colour image, where cloud can be seen quite clearly. Below the cloud is highlighted in red.



It is imperative that you check the true colour image for every capture to ensure no cloud exists over your paddock of interest. Whilst we aim to offer only cloud free images, we cannot control cloud and it is always possible that cloud may impact your paddock on a particular day.

All ultra-high resolution image products are pan-sharpened, and you understand that there may be limitations to the usability of the data in your particular situation. We believe pan sharpening is a legitimate methodology where the panchromatic bands cover other multispectral bands.