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## Hexagon | NovAtel makes its presence felt at one of Europe's leading agribusiness events.

*Technology developer to discuss autonomy machines at World FIRA 2024 as an event sponsor*

As a global leader in positioning technology, Hexagon | NovAtel will sponsor and lead discussions at World FIRA 2024, bringing to the forefront the topic of GNSS (Global Navigation Satellite System) as a crucial solution for efficiency and the use of robotics in global agribusiness. On the stage of one of Europe's largest industry events, the company will demonstrate how autonomy technology for machinery is fundamental for guiding, synchronising, and minimising risks for farmers.

The meeting promoted by NovAtel will take place on February 7th at 4:30 PM. The entire event will run from February 6th to 8th, from 8:00 AM to 7:30 PM, in the city of Toulouse, France. It will bring together approximately 70 exhibitors and 2,500 participants interested in innovations in the agribusiness sector.

"The presentation of our technology on the stage of World FIRA 2024 is of utmost importance to NovAtel as a long-standing supporter of Agriculture. At the event will be promoting the next level of autonomy solutions to agricultural machinery manufacturers and robotics companies worldwide," says James Szabo, Agricultural Autonomy Product Manager at Hexagon.



On this occasion, Szabo will address the topic of GNSS for autonomy and productivity in agribusiness based on the premise that, in practice, scenarios in the industry can be challenging and unpredictable. "Imagine a machine activated without knowing its location or orientation, with desynchronised sensors, or that, during operation, collides with an obstacle at the field's edge," says Szabo.

In other words, automation in the sector, while necessary for increased productivity, can have flaws. Therefore, the importance of precise and reliable positioning is emphasised, not only in terms of hardware and software but also in terms of the overall process.

The machines' ability to operate with geographic accuracy within a few centimeters brings significant benefits, enabling more yield in less space and resource savings, ensuring the least possible impact on the environment. The use of technology improves field efficiency by addressing issues such as reducing overlap and precisely applying inputs like fertilisers and agricultural chemicals. This, in turn, reduces waste and optimises the utilisation of these resources. Furthermore, technology can assist operators with repetitive tasks, alerting them to anomalies not always visible to the naked eye, thereby enhancing operator safety and reducing fatigue during their work shift.



By combining sensor, software, and autonomous technologies, NovAtel is a global leader in providing positioning solutions for agricultural machinery. Its technologies are shaping production and ecosystems related to people, making them increasingly connected and autonomous, ensuring a scalable and sustainable future that is becoming more relevant in the global agricultural production scenario.

The company offers a range of services that can be used separately but also complement each other for greater precision in autonomy and positioning of machinery in agriculture. The SMART7 antenna functions as a primary receiver for multi-constellation and multi-frequency GNSS signals. When combined with the SMART2 antenna, the user has a dual-antenna solution to enhance resistance to common environmental changes and provide a higher level of performance needed in fully autonomous machines. They also connect to signal correction services such as TerraStar, allowing high-performance real-time GNSS positioning for all agricultural operations. Powered by an expansive global system, TerraStar corrections offer continuous worldwide coverage, providing data for secure and reliable positioning anywhere, anytime.

With its participation in World FIRA 2024, NovAtel aims to increase awareness among global agribusiness producers and manufacturers about the availability of current robotic solutions in the market and how they can contribute to the efficiency of their crops and machinery.



For further information, please access [here](#).

### **About Hexagon | NovAtel**

*Hexagon is the global leader in digital reality solutions, combining sensor, software and autonomous technologies. We are putting data to work to boost efficiency, productivity, quality and safety across industrial, manufacturing, infrastructure, public sector, and mobility applications.*

*Our technologies are shaping production and people-related ecosystems to become increasingly connected and autonomous – ensuring a scalable, sustainable future.*

*NovAtel, part of Hexagon, is a global technology leader, pioneering end-to-end solutions for assured positioning for land, sea and air. NovAtel designs, manufactures and sells high precision positioning technology developed for efficient and rapid integration. Its solutions are empowering intelligent positioning ecosystems in vital industries that depend on the ability to tackle the most complex challenges in the most demanding environments. Learn more at [novatel.com](https://novatel.com).*

*Hexagon (Nasdaq Stockholm: HEXA B) has approximately 24,000 employees in 50 countries and net sales of approximately 5.2bn EUR. Learn more at [hexagon.com](https://hexagon.com) and follow us [@HexagonAB](https://twitter.com/HexagonAB).*