



Salinas, CA - Sep 30, 2024

Ecorobotix's ARA Precision Sprayer on Display at FIRA USA 2024

Ecorobotix, a leading innovator in precision spraying and Plant-by-Plant AI technology, will be participating in the upcoming FIRA USA 2024. The event will take place from October 22-24 in Woodland, Sacramento, California.

This three-day event is a premier gathering for the latest advancements in autonomous and robotic solutions for agriculture. Attendees will have the opportunity to network with industry leaders, witness demonstrations of over 35 different robots, and explore the future of agricultural technology.

Ecorobotix will be located at booth number 47, where attendees can come and learn more about the versatile ARA precision sprayer, offering ultra-precise spraying of various plant protection products & fertilizers, applicable in a number of different vegetable crops, pastures, and lawns. A highlight of their participation will be the demonstration of ARA in the demo zone, providing attendees with an up-close look at its AI plant detection and revolutionary precision spraying capabilities.

In addition, Ecorobotix's own Jose Marchetti will be presenting at the Inno'Pitch event where he will share insights on ARA and its impact on sustainable and regenerative agriculture by reducing the use of plant protection products by up to 95%!

Ecorobotix highlights during FIRA USA:

- Machine Demos October 22 (1:45-3:15 PM), October 23 (3:55-5:15 PM), and October 24 (1:30-2:50 PM)
- Inno'Pitch at The Plaza October 23 (10:30-10:50 AM)
- Press Tour October 23rd (10:30-11:30 AM)

The press tour on October 23rd lets media representatives in on exclusive news from Ecorobotix, announced only during FIRA. Make sure to stop by their stand during this event to be the first to know this exclusive content!

For more information about Ecorobotix visit the exhibitor page.

About Ecorobotix

Ecorobotix Inc., established in 2023 and based in the United States, brings the cutting-edge agricultural solutions of its Swiss parent company to the American market. Dedicated to revolutionizing farming, Ecorobotix focuses on reducing chemical and energy use while minimizing soil impact. The ARA smart sprayer, featuring AI Plant-by-Plant™ software and UHP-Spray-Technology™, ensures precise crop treatment. This technology decreases inputs, enhances crop yields, and lowers CO2 emissions.

Contact

- General Sales: sales@ecorobotix.com
- North America Sales: sales.northamerica@ecorobotix.com
- Media: media@ecorobotix.com