

PRESS RELEASE



SPRAY LOGICS BRINGS NEXT-GENERATION OPTICAL SENSOR TECHNOLOGY FOR SUSTAINABLE AGRICULTURE TO FIRA USA 2025

Innsbruck, Austria – 21.10.2025 – Spray Logics, is pioneering a new era of smart and sustainable crop management with its advanced AI-powered optical sensor system. Designed to **detect weeds** in real time and enable **precise spot spraying**, the technology allows farmers to **reduce chemical usage by up to 90%** while **maintaining yield** and **protecting biodiversity**.

Modern farmers face growing pressure – from stricter environmental regulations to increasing input costs and the demand for consistent crop quality. Spray Logics provides an elegant solution: a plug-and-play sensor system that automates weed detection and spraying in orchards and vineyards without requiring changes to existing equipment or workflows.

The result: significant chemical savings, higher operational efficiency, and measurable environmental benefits.

At the heart of the innovation – a near-infrared optical sensor integrated with an data control system to deliver precise doses only where needed. Farmers can access detailed digital maps of their orchards or vineyards, monitor plant health, and optimize every spraying cycle.

"We give growers digital insight into every plant and fruit tree – helping them make better decisions, save resources, and easily meet demanding regulations"

The system's scalable and retrofittable design makes it compatible with a wide range of sprayers and crop types – from orchards and vineyards to large-scale fields.

Visit Spray Logics at **Booth 10** to see how precision, intelligence, and sustainability come together to transform modern agriculture.

