

## **InTime Mapping Provides Precision Agriculture Services with the MS4100**

InTime, Inc., located in Cleveland, MS, is a unique company dedicated to precision agriculture. InTime offers several products targeted toward producers in the Cotton-Belt of the Southern USA. Several products are derived from imagery obtained using GSI MS Cameras. These products are specifically targeted at reducing chemical inputs and/or increasing yields in various crops including cotton, corn, rice, almonds, tomatoes, garlic, pistachios, citrus and various fruit trees.

InTime has designed a web-based delivery system for its clients, known as Crop-Site. Clients have access to scout maps derived from multi-spectral images via the Crop-Site web site. Specific scout maps target different plant or soil characteristics such as overall plant biomass, differences in soil type, and differences in fertilizer nitrogen uptake. The scout maps are used to determine rates of plant growth regulators, insecticides, defoliants, herbicides, or fertilizer to apply to the plants. Utilizing Crop-Site, growers and consultants can easily transform their scout maps into vehicle/controller prescription files that allow for chemical rates to be varied automatically with minimal operator inputs. Products can also be used to determine more general management decisions including the decision to keep land in agricultural production or tax purposes. The end result is a more profitable and sustainable agricultural industry.

Imaging in Mid-South during the summer months can be quite an undertaking. Clouds routinely develop in mid morning and soon develop into isolated thunderstorms. Because of this weather pattern, InTime needed a camera that offered large coverage area at an affordable price. In addition to the weather, InTime covers a large geographic area, and its clients demand timely imagery, requiring multiple systems to fulfill the need. The GSI MS 4100 fit the requirements needed by InTime. A large array camera with a proven field record, at an affordable price, allowed for four aircraft to be equipped for agricultural imaging and service in the midsouth.

For more information about InTime, Inc. visit [www.gointime.com](http://www.gointime.com)