

Digital Crop Protection: Using Computer Vision and Machine Learning to Recognize and Selectively Eliminate Weeds. Jorge Heraud, CEO, Blue River Technologies, Mountain View, CA

Computer Vision and Machine Learning have been advancing at high speeds. Facebook and other sites can now correctly recognize faces of your friends, and not only know it's a person, but correctly which one of your friends is in the picture. Blue River Technology is now using similar techniques to identify weeds and crops with high accuracy, and combining them with high precision sprayer technology and closed-loop controls to precisely spray herbicides on the weeds and not in the crop. This new approach can lead to 10X reduction in chemicals used in weed control, alternatives to manual labor, and a sustainable way to control weeds including herbicide resistant ones. Jorge Heraud, Blue River's co-founder and CEO will be presenting some of the results and implications of this fascinating approach.