

# Returning Profitability to American Agriculture

## Agricultural Management Systems, Inc.

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## OUR COMPANY: a history of science

### ■ THE START

Agricultural Management Systems, an Oklahoma corporation, includes a team of scientists and engineers who started working together as far back as 1981 to perfect remote-sensing technology as a tool for crop production management.

### ■ THE TEAM

AMS's scientists and engineers have developed some of the nation's more important innovations in defense-related remote sensing (and communications) from ground-based platforms, military aircraft, missiles, and, NASA and CIA satellites. AMS principals contributed to such systems as:

- F18 Fighter
- B2 Stealth Bomber
- Kinetic Kill Vehicle
- Electronics for the CIA Corona Satellite
- Sensors for NASA's Nimbus Series Satellites A, B and C, and similar projects.

### ■ THE PROCESS

AMS is the only applications company that builds its entire remote sensing system from scratch and writes all its own software. The physics -- and the performance -- of our system is different from that of all other systems. It is these performance-differences that transform AMS's technology into the ultimate crop-production-management tool.

### ■ THE DIFFERENCE

Conventional remote sensing systems suffer from two fatal flaws that prevent them from realizing their potential. AMS has fixed these flaws so that its system performs in the manner desired by the USDA (See [Technology Section](#)). AMS's aircraft sensors observe crops from several thousand feet. By contrast, the physics of sensors and of the atmosphere, however, preclude the USDA scenario from ever being achieved from satellites.

WHAT IS

## REMOTE SENSING?

Remote sensing observes a crop with a sensor attached to one of three remote "platforms":

- Ground-based platform
- Aircraft
- Satellite

These sensors measure the amount of light or heat reflected back or emitted from vegetation, which directly relates to the health of the crop.

In order to be effective the remote-sensing images must:

- ✓ **Show all field-problems and conditions every time they are scanned**
- ✓ **Display no false stresses**
- ✓ **Show, at a glance, which features represent the important problems.**
- ✓ **Detect many problems before they can cause yield loss or before they spread.**

AMS's remote-sensing technology is the first to meet these criteria, making it a very cost-effective method of surveying crops.