

New technology insights

Liam Connolly

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William Connolly, Product Manager for Precision Agriculture at Case IH ANZ, William was raised on a dairy farm in Ireland where he says “the only precision agriculture was milking the cows precisely in the morning and precisely in the evening” In the late eighties after studying Law and Information Technology William moved to Australia where he began a career in the IT world. In the mid 90s William moved again but this time to California where he exercised his entrepreneurial spirit by establishing a number of technology businesses. Work has mostly been in the field of data analysis, in particular for financial organizations and the mobile carriers. In 2009 William returned to Australia with his family. William joined Case IH in his current role in 2011 where his objective is to ensure that the voice of the Precision Agriculture

in Australia is heard in the engineering planning rooms of Case IH.

“Greening” agriculture!

- Remote Sensing VRA Yield prediction (N, H₂O, product)
- Area Measurement Data exchange
- Soil sampling & mapping
- IT integration
- Machine guidance Yield monitor GIS-integration Spraying Section control Tracking monitoring
- Variable Rate Application (VRA)

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