

# Priva One



**Unlock predictive and  
scalable cultivation**



The Experts' Choice

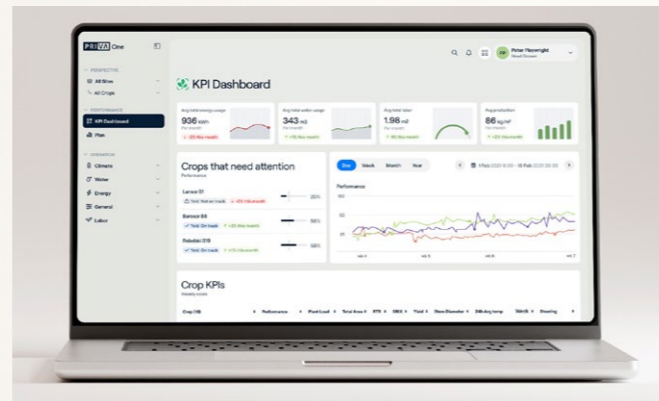
# Priva One: The ultimate integrated solution for predictive and scalable cultivation

In today's rapidly evolving horticulture industry, managing multiple crops in multiple locations is becoming increasingly complex due to labor shortages and rising costs. Priva One addresses these challenges with a comprehensive platform that provides instant insight and tools to manage climate and irrigation across multiple crops and locations. This solution enables you to achieve consistent, predictable yields, cycle after cycle, regardless of time or place.



## Simplified greenhouse management

Priva One simplifies greenhouse management with an easy-to-use interface that automates routine tasks and integrates advanced AI and digital twin capabilities. These technologies work together to provide real-time insights and predictive analytics, allowing you to focus on optimizing crop performance instead of day-to-day management. With its flexible design, Priva One can manage multiple crops simultaneously, providing customized care for each crop and keeping them on track for planned harvests. This approach not only simplifies operations, but also maximizes yield and quality.



## Steering and control

Priva One offers unparalleled flexibility with both manual and autonomous control options. Growers or third-party AI-driven autonomous growing solutions can make precise adjustments to the process computer settings, enabling real-time, crop-specific control of climate and irrigation settings. The process computer continuously monitors and controls key parameters, ensuring optimal conditions for plant growth and maximizing yields by dynamically responding to environmental inputs. These features allow Priva One to seamlessly combine human expertise with advanced automation to deliver consistent, high-quality results across multiple crops and locations.

Priva One offers services that allow growers to integrate various components:

- **Plantonomy:** Precisely steers the plant's water balance according to the grower's plan, ensuring consistent crop development, predictable quality, and increased control for tomatoes, bell peppers, and cucumbers.
- **Priva ECO:** Manages energy resources efficiently, reducing consumption and costs, by buying electricity at moments where the price is low, and switching energy sources when needed.
- **FS Performance:** Provides real-time insights into workforce management, quality of the task performed and boosting productivity.
- **Crop Performance Dashboard:** Offers detailed monitoring of tomato crops, with plans to expand to other crops. The Crop Performance Dashboard provides an immediate overview of crops that are off-target compared to the crop plan and require attention.
- **Third-Party Integrations:** Seamlessly exchanges data with predictive cultivation partners like Blue Radix, IUNU, and Source.ag for enhanced capabilities.

## Key benefits



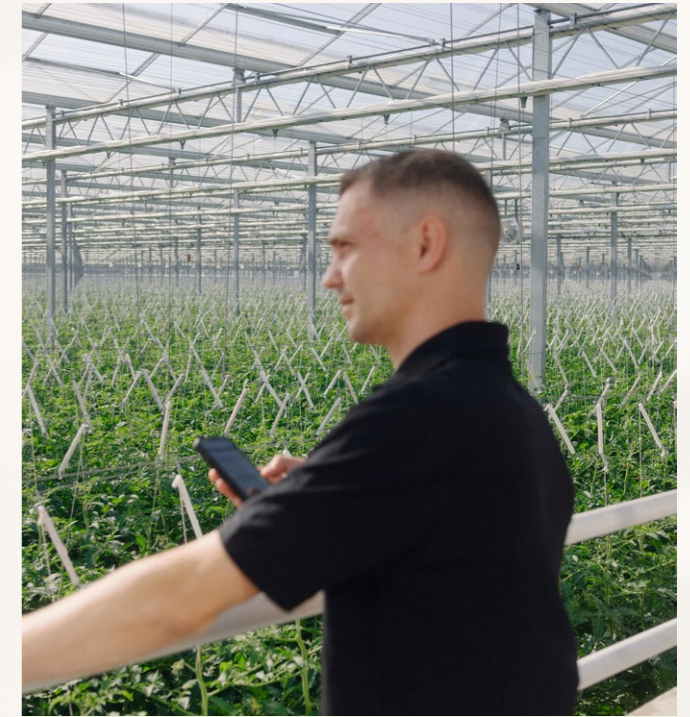
Ultimate integrations



Autonomous steering solutions



Crop performance insights



## Proven success in predictive cultivation

"The data integration from Priva and Blue Radix is unique. With autonomous growing, I expect to scale from 15 to 40 hectares managed solely by myself," says Przemek Staszkiwicz, Manager Operations at Wittenberg Gemüse GmbH. Priva One's flexibility allows growers to confidently scale operations, using Priva's modules or trusted third-party solutions.

## Want to lead the way in predictive and scalable cultivation?

Contact Priva Direct Sales at [directsales.hortieu@priva.com](mailto:directsales.hortieu@priva.com) or 31 (0) 611 246 462.



Discover Priva One

## **Unlock predictive, scalable cultivation with Priva One.**

Priva One puts growers in charge of their crops, providing the most relevant insights on whether their crop goals are achieved and what requires their attention. The insights provided, along with Priva's best-in-class controls, empower you to cultivate predictable and profitable crops at scale with confidence, anytime and from anywhere.

**Priva One. The experts' choice in predictive and scalable cultivation**

**[priva.com/tl/one](https://priva.com/tl/one)**