

# Hummingbird Technologies



Will 'Big Data' be the new tractor of Agriculture?

IAgrE  
Landwards  
October 2019

*It drives like a horse; does the work of ten  
but eats only when at work*

That's the Detroit Tractor, the machine that represents fifteen years and thousands of dollars spent in actual field work to find the right principle to apply in a tractor for BOTH the small and large farmer.

#### It Drives Like a Horse—

This exclusive feature enables a man to drive the tractor home—it won't tear up the roads—hitch it to the plow, mowing machine, binder, spreader, wagon or ANY implement in use on any horse-farmed estate, and ONE MAN WILL OPERATE BOTH TRACTOR AND IMPLEMENT WITH EASE. No other tractor will do it. It is the ONLY ONE MAN TRACTOR.

You can change hitch from one implement to another as quickly as with a team. It will do with the belt what ANY OTHER TRACTOR WILL DO.

#### Does the Work of Ten Horses—

The Detroit tractor can work from sun up to sun down and the night through, and will outwork four teams of horses. That means that four teams can't endure to get over the ground the Detroit can in any given length of time. The tractor will do much better work than horses—for instance, it will plow any depth and allow its owner to farm according to modern methods.

#### Eats Only When It Works—

Most farmers are compelled to keep several horses that are used only at rush times—the rest of the year they "eat their heads off." By working the Detroit long hours the farmer takes care of his rush work. When the work is done the tractor eats nothing. We'll demonstrate that the Detroit will cut horse farming costs in half.

## The Detroit Tractor

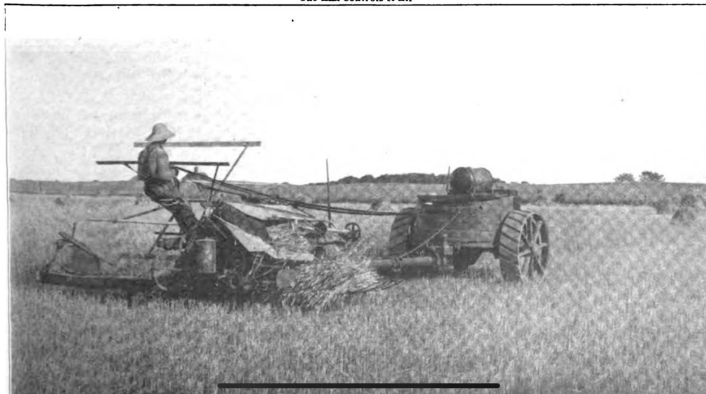
We want the chance to tell you more about the Detroit Tractor. Our catalog shows several views of it in actual use on small farms. Write today.

### DETROIT TRACTOR COMPANY

Department T

LA FAYETTE, INDIANA

One Man Controls It All









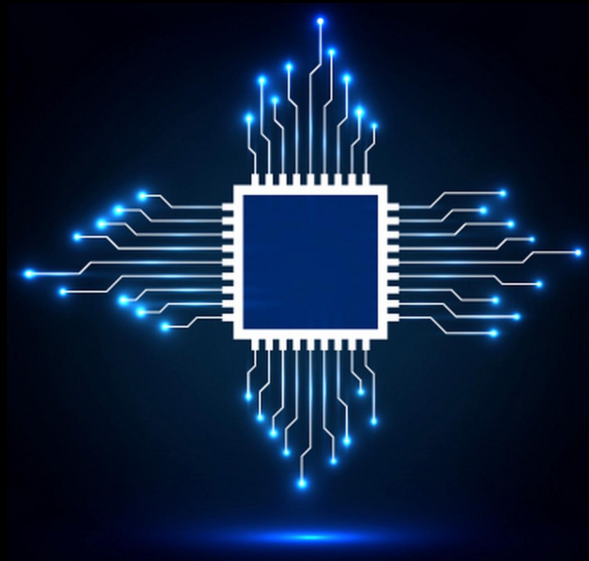
# big data

*noun*

COMPUTING

extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions.

"much IT investment is going towards managing and maintaining big data"



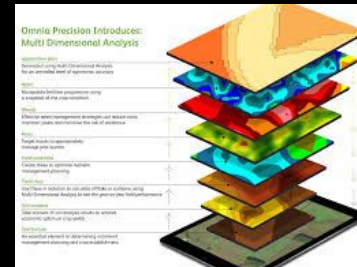
# Data Collection



# Data Processing



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# Data Application

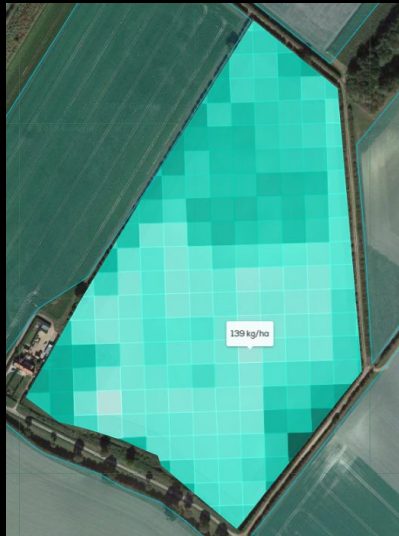
Today



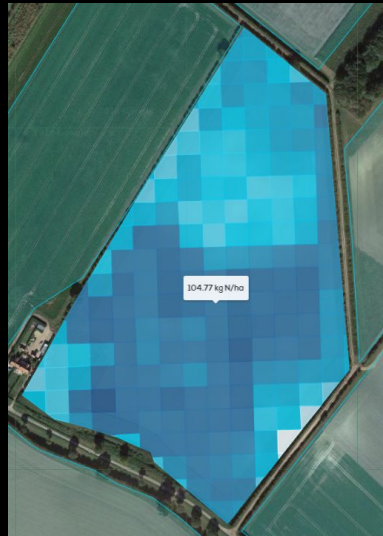
What is possible today?

Targeted applications:

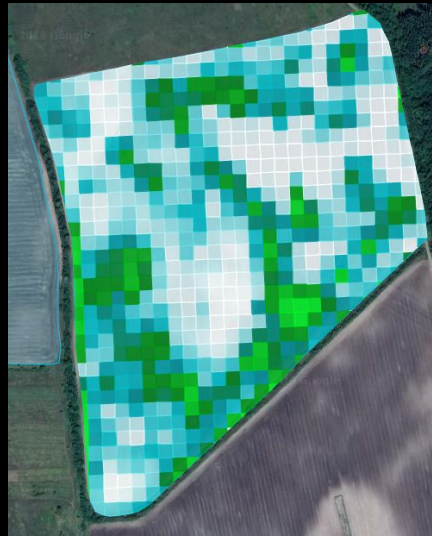
Seed



Fertiliser



Herbicide



Fungicide





## Identification & analysis of high-value crops

- Identify
- Count
- Size



# What will tomorrow bring?

We will be able to detect, analyse and treat every individual plant automatically.

Implications:

- Increased yields
- Reduced costs
- Minimized ecological impact
- New business models



## *It drives on it's own, does the work of ten, and runs on electricity*

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