

Media Release

Tasmania's Sense-T creating a buzz on the world stage

For immediate release

Tasmania's unique new agricultural sensor network is drawing worldwide attention, including international media coverage and invitations to speak at key events in the lead up to the G20 summit in Brisbane and a session at the World Bank and International Monetary Fund Annual General meetings in Washington next April.

Sense-T is currently highlighted in a feature story by the BBC which describes Tasmania as a "living laboratory" for its technology to help boost farming. The story can be viewed at:
<http://www.bbc.com/news/world-australia-29639976>.

Sense-T, a partnership between the University of Tasmania, CSIRO and the Tasmanian Government, collects data from a range of sources, including innovative new sensors currently being road-tested in a number of farms and vineyards across the State.

This information allows producers to make better decisions in areas such as irrigation, planting or disease control, thereby reducing costs and increasing productivity.

Sense-T Director, Mike Briers, said Tasmania was leading the world through the development and application of Sense-T's work.

"High tech sensors and the use of the data they collect will transform primary production across the globe, increasing productivity and reducing costs as we move to feed the world's growing population.

"Tasmania is internationally recognised as playing a lead role in this process, an advantage that we can leverage to bring significant financial and employment benefits.

"Sense-T's sensor network is still in its infancy but will take a major step with plans to commercialise the technology through the University of Tasmania's spin-off company, Sense-Co, next year.

"The University of Tasmania already has a great reputation for research and the work we're doing at Sense-T can only build on the achievements of local researchers at organisations such as the CSIRO, the Menzies Research Institute Tasmania and IMAS."

News directors please note: stills and video of Sense-T's sensors are available on request.

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About Sense-T: Based in Tasmania, Sense-T collects data from a range of different public and private sources. It particularly focuses on data from sensors. Information can then be given back to businesses, governments, researchers and communities in ways that support people to make decisions; to help make things more efficient, competitive and



sustainable. Sense-T is a shared community resource that means we don't have to collect data every time we have a new question to ask or problem to solve. Sense-T has started with projects relating to food production and is expanding into other industries so that over time it will generate a real-time digital view of the whole economy. Sense-T is a partnership between the University of Tasmania, CSIRO and the Tasmanian Government. It is also funded by the Australian Government. Visit the Sense-T website at www.sense-t.org.au for more information.

