



PRESS RELEASE

Hoogendoorn Growth Management introduces **IIVO**

Connecting nature and technology

On October 8, 2020, Hoogendoorn Growth Management organized an exclusive launch event to launch its biggest innovation yet: IIVO. Not just a new all-in-one process computer, but so much more than that. IIVO is a next level climate computer.

Complexity made easy

IIVO provides smart technology for greenhouse growers. A combination of smart software and state of the art hardware. This truly unique system is capable of monitoring, controlling and maintaining any greenhouse. Allowing you to grow more, at higher quality while using minimal resources. Not only is the system highly effective, it is also extremely efficient and sustainable, generating maximum results. Whether you were born in a greenhouse, or never been in one. With self-learning controls and integrated security, it is undoubtedly the future of horticulture, and the first step towards automated growing.

Effortless growth

IIVO constantly and consistently monitors every aspect of your greenhouse environment, including climate conditions, irrigation and energy management. But the system is capable of so much more. The system collects and archives data to create a complete and holistic overview of the conditions inside your greenhouse. IIVO can then be used as an advanced control computer to determine the specific needs of your crop at any given moment.

Crop-specific approach

At the core of IIVO are the principles of Plant Empowerment: a unique cultivation method combining plant physiology and physics. An optimal balance of energy, water and assimilates creates stronger, healthier crops that are less susceptible to pests and diseases. A crop-specific approach that gives every crop exactly what it needs.

Data Driven Growing

IIVO is designed to allow the further implementation of Data Driven Growing. Combining powerful algorithms, data from the growing environment and plant physiology, allowing you to make the best decisions for your plants. The continuous flow of data collected during cultivation generates real-time insights into the conditions within your greenhouse and the health of your plants. Insights that can be used to power artificial intelligence and machine learning to grow ever smarter over time.

Driven by innovation

As soon as IIVO is operational, millions of lines of code are put to work generating crop-specific insights. The software is built from scratch, by Hoogendoorn. No legacy coding, no





workarounds. IIVO is shining a new light on the true potential of growing crops in controlled growing environments. The best technology, in a revolutionary, future ready system.

Ready, Set, Grow.

Would you like to know more about what IIVO can do for you? [Read more](#) or [fill in the Hoogendoorn advice form](#) and we will contact you.

Did you miss the livestream? You can watch the recording [here](#).



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