Got Milk? How IPSTAR and BayCity Help New Zealand Farmers to Stay on Top of Their Business

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Andrew Plimmer, CEO, BayCity Technologies Ltd.

As we know, the key benefits of the IPSTAR system are its ability to provide an immediately available, high-capacity ground network with affordable bandwidth and end-user terminals. The system allows for rapid deployment and flexible service locations anywhere within its extensive footprint.

In the meantime, IPSTAR has reached New Zealand's shores and the country's rural communities are already reaping the benefits IPSTAR broadband satellite has to offer and where terrestrial lines are not available.

New Zealand's BayCity Technologies teamed up with IPSTAR to provide state-of-the-art remote tools for the country's rural communities both via the IPSTAR satellite and conventional ADSL. Among the solutions developed by BayCity is a remote management tool for farmers, including the ability to manage milk storage on dairy farms.

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At the heart of BayCity's innovation, the M3 (Measure, Monitor, Manage) platform provides the structure to enable integrated, scaleable, remote data management solutions. Hardware incorporating M3 connects to BayCity's hosted environment, providing global, secure, real-time access to critical data.

According to BayCity, users of M3 can profile their data requirements, including reporting and customized alerts, which enable remote notification of exceptional data via email and/or SMS. Enterprise-wide users can consolidate data views or operate at site-specific levels.

B a y C i t y   T e c h n o l o g i e s

Sensor technology is advancing rapidly worldwide and virtually any sensor can connect to the M3 platform, where information can be managed and presented by broadband. Thus, IPSTAR makes perfect sense in New Zealand's strive to enhance the competitiveness of its ample farm industry on a global scale.

BayCity recently ranked top 1 by the country's prestigious National Business Review in the category of "Exciting Companies". IPSTAR recently received the "2006 Industry Innovator Award for Technology Development and Applications" from The Society of Satellite Professionals International (SSPI).

About BayCity Technologies

An on-farm technology specialist, BayCity, New Zealand, enhances the value of the rural economy by providing intelligent data management enabled by world leading remote access technologies.

Integrated hardware and software solutions deliver productivity, environmental and compliance data via secure remote hosting, remote management of on-farm activities, and integration of multiple sites. Focused on the dairy and related rural sectors, BayCity's solutions have been proven in the field and developed specifically for the farming industry.

The IPSTAR satellite broadband system removes distance barriers with the world's most technically advanced high-speed two-way satellite communication. With up to 45 gigabits of aggregate bandwidth capacity, it is powerful enough to satisfy the ever-increasing demand for broadband Internet of millions of users in the Asia-Pacific Region.

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