**Innovation for a sustainable agriculture: Panasonic Industry supports ETH Zurich’s Rowesys project**

Smart farming in Switzerland: Ten students are pursuing the goal of developing a sustainable alternative to the use of herbicides

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Panasonic Industry announces the Gold sponsorship of ETH Zurich’s Rowesys (Robotic Weeding System) project and will assist the student team with engineering know-how, as well as components and products of its portfolio.

With a vision of combining robotics and agriculture to develop an autonomous smart farming solution, it took the students of the Rowesys team only ten months to build the prototype. The goal is to use the robot as mechanical weed control and drastically reduce the use of herbicides, resulting in a more sustainable farming method.
“Innovative solutions for a sustainable future are engrained into Panasonics philosophy of contributing to society. The idea and commitment of the students engaged with the Rowesys project convinced us right away to support these young talents.” says Daniel Prohart, Global Brand Manager, Panasonic.

Cameras underneath the battery-powered and GPS-guided vehicle scan the field and the crops, allowing it to navigate through the rows and identify weeds. Thanks to small ploughs mounted on the back of the robot, appropriately christened “Rosi”, the roots of weeds are pulled from the soil and dry out. As a result, the farmer can reduce the use of herbicides, which is beneficial for the crop and for the soil.

“New ideas, innovative solutions, and a goal to increase sustainability – these three pillars are the common core values of Panasonic Industry and the Rowesys team – therefore, we are very happy to engage into the partnership and are looking forward to working with the students of the ETH Zurich.” highlights Alexander Schultz-Storz, Division Head, Cross Value Competence Department, Panasonic Industry Europe.

If you want to see “Rosi” in action, you can watch the video [here](https://www.youtube.com/watch?v=J4o_l4IsaLc) and learn more about it on the [Rowesys website](https://rowesys.ethz.ch/). Further information about Panasonic Industry Europe can be found [here](https://industry.panasonic.eu/).

**About Panasonic**

Panasonic Corporation is a global leader developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, and B2B sectors. The company, which celebrated its 100th anniversary in 2018, operates 522 subsidiaries and 69 associated companies worldwide and reported consolidated net sales of Euro 54.02 billion (6,698.8 billion yen) for the year ended March 31, 2021. Committed to pursuing new value through collaborative innovation, the company uses its technologies to create a better life and a better world for customers. Learn more about Panasonic: <https://www.panasonic.com/global>

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**About Panasonic Industry Europe**

Panasonic Industry Europe GmbH is part of the global Panasonic Group and provides automotive and industrial products and services in Europe. As a partner for the industrial sector, Panasonic researches, develops, manufactures and supplies technologies that support the slogan “A Better Life, A Better World”.

The company’s portfolio covers key electronic components, devices and modules up to complete solutions and production equipment for manufacturing lines across a broad range of industries. Panasonic Industry Europe is part of the global company Panasonic Industrial Solutions.

More about Panasonic Industry Europe: <http://industry.panasonic.eu>