BRYX
POWERED BY KCI

Weed Out Invasive Species with **PhragFinder**

Invasive plants like *Phragmites australis* pose serious threats to ecosystems, choking out native species, degrading wildlife habitat, increasing fire risk, and even endangering public safety. Manual identification can be time-intensive and prone to inconsistencies or inaccuracies, especially in complex environments. Environmental science professionals responsible for wetland assessments, chemical control planning, and long-term species suppression must navigate these limitations, which can delay remediation efforts, increase operational costs, and compromise ecological outcomes.

PhragFinder, available on the BRYX platform, is a machine learning model that optimizes this process by applying artificial intelligence to automatically detect phragmites in high-resolution aerial imagery. **PhragFinder** enables precise, location-based intervention strategies, empowering environmental consultants to accelerate site assessments, minimize chemical treatment use, and manage invasive phragmites effectively.

Greenlight the Management of Aggressive Species

PhragFinder uses instance segmentation to analyze drone imagery, generating geo-referenced polygons of phragmites.

For more information contact us at **sales@gobryx.com**

gobryx.com

Precise, Efficient Species Management

PhragFinder quickly identifies phragmites and generates GIS-ready DXF and shapefiles, enabling rapid analysis. It fits seamlessly into workflows, helping teams work faster, estimate better, treat smarter, and protect sensitive landscapes effectively.

Minimize Tech Hassles

PhragFinder automatically analyzes UAV imagery to detect and highlight encroaching phragmites, removing the need for extensive technical expertise.

Zero in on Treatment Zones

PhragFinder improves mitigation accuracy, saving resources that can be reallocated to expand acreage covered and perform additional habitat recovery activities.

Lower Environmental Risk

By pinpointing phragmites, **PhragFinder** enables highly targeted chemical application—reducing herbicide exposure risks, limiting chemical use, avoiding non-target species, and preserving fragile ecological zones.

Say Goodbye to Manual Mapping

Streamline invasive species management by drastically reducing time spent on manual mapping and fieldwork. Simply upload drone imagery, and **PhragFinder** automatically detects phragmites, generating ready-to-use shapefiles for drone sprayers. No need to trace polygons in software or walk fields with a GPS—**PhragFinder** does it all.

With faster, more accurate detection and minimal effort, teams can focus on treatment and recovery. Let automation handle the heavy lifting for effective species management.

Scan the QR code to learn more about **PhragFinder** and start your free trial today.

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