5G technology to boost Welsh tourism and agriculture

After a tough year for business, tourism and farming, Wales will now collectively benefit from 5G technology developed by a British startup. Thanks to government funding, UtterBerry aims to revolutionise efficiency and sustainability within the sectors via 5G technology.

Temps de lecture : minute

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As a result of funding from the Department for Digital, Culture, Media and Sport (DCMS) and the Welsh government, UtterBerry has developed innovative 5G technology that it will use to revolutionise Welsh farming through the DCMS 5G Testbed Project.

UtterBerry will develop several features for the project, which will use said technology on a farm in rural Wales.

How does this work?

Thanks to UtterBerry's end-to-end technology, the farm can access connectivity to the 5G networks. When connected, the technology will be used for automated routines such as feeding, lighting and cultivation. It will also save key resources such as water, electricity and food.

Farmers will be able to use the technology to track resource levels as well as the whereabouts of their livestock, saving both time and money.

The Testbed project comes at a crucial time, by helping farmers play their part in the race to net-zero emissions ahead of COP26 in November.

Technology and tourism

Farming won't be the only *sector in Wales* benefiting from this technology. UtterBerry will boost tourism by trialling their new technology on popular destination Raglan Castle in the Welsh county of Monmouthshire.

The 5G connection will provide an immersive, interactive experience for visitors. Exhibits will come to life as visitors are able to access information about hidden spots of interest within the castle. The castle can then use accurate location information to pinpoint the exact physical location of each user and provide indoor 3D maps for visitors to immerse themselves in.

The ancient building will also benefit from patented sensor technology to detect damage-prone areas.

Heba Bevan, UtterBerry's founder and CEO, said: "We also look forward to the broader positive changes the team at UtterBerry will make to the area, such as enhanced connectivity and automation in rural areas, transport, and real time structural monitoring of historic buildings."

Article by Abby Wallace