

*SPECIES PROTECTION
WITH THE FLORA INCOGNITA APP*

6



ON LOCATION



PHOTO: SHUTTERSTOCK/LAPA SMILE

Hiking, walking, learning a lot about flowers, grasses, and trees, and at the same time being part of a scientific project, is now possible thanks to the free *Flora Incognita* app. It is easy to use, and quickly recognizes thousands of wild plants. As a joint development of the Max Planck Institute for Biogeochemistry in Jena and the Technical University of Ilmenau, the underlying algorithm was first trained with several million images of plants. Now, it learns new data every time it is used.

So why not download the *Flora Incognita* app, take a photo and find out what plants are currently in bloom all around you? And not only that, the app can do so much more. Is this plant poisonous? Is it rare or common? Is it a protected species? *Flora Incognita* offers users quick, on-site access to a great deal of knowledge about unfamiliar plants. At the same time, scientists obtain new data and facts about plant diversity. When do certain species flower, and where? How much do plants from a single species differ from each other? How does the composition of plant species change at a particular location? With this Citizen Science project, anyone can help to investigate biodiversity and how it is changing, for example through climate change or agriculture. And with a little help of artificial intelligence, a wildflower meadow – here in the Bavarian Alps – becomes a research location.

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