

Been Trying ChatGPT Out? PLNT App Utilizing Generative AI Is Now Helping People Take Care Of Their Plants



NEWS RELEASE BY APPVILLIS UAB

Vilnius, Lithuania | March 13, 2023 09:15 AM Eastern Daylight Time

By David Willey, Benzinga

As industries scramble to make the most of ChatGPT, companies are looking for practical applications for generative artificial intelligence (AI) that can serve their businesses and the public. The new **PLNT** app showcases generative AI's potential by tailoring it to plant identification and management.

Since the pandemic and the shift towards working from home, plant ownership has gone up. Currently, two-thirds of American households own at least one houseplant. Houseplants are especially popular among younger generations, with millennials driving the growth in plant sales and making up 66% of the new purchases of potted greenery.

Plant enthusiasm isn't just for those with a green thumb, however. Being around houseplants can boost mental health and well-being, decreasing stress and increasing a sense of positive emotion. Plants can also reduce harmful airborne toxins by 87%, and research says owning a houseplant can even enhance productivity by as much as 15%. It's no wonder that the plant and flower growing market is worth \$18.5 billion.

The United States Department of Agriculture (USDA) is getting involved too and is supporting urban agricultural development across the country. To aid its initiatives, the department recently invested an additional \$14.2 million to promote city green spaces and help urban communities engage in agricultural activities.

However, long-term care for a plant isn't always easy. In a Statista poll, over 70% of houseplant owners admit to having recently killed a plant, with some having lost as many as six or more. Knowing how to manage different types of plants, as well as how much sunlight, water and fertilizer plants need can be tricky. PLNT is a new app that serves as a gateway for beginners and veterans alike to give their plants the care and attention they need.



The Plant App Personalized With AI

PLNT integrated generative AI to personalize user experience and to provide guidance on how to care for every type of plant. A quick picture will identify any type of plant, with a highly accurate identification rate of **97.8% accuracy**. The app also provides a detailed explanation of how to care for the plant. Features include a light meter, a watering calculator and a care tasks system to ensure the plant gets just the right amount of light for its photosynthesis.

The app also includes a dedicated AI assistant that can answer plant-specific questions any time of the day or night. This ChatGPT-style generative AI adds a personalized experience to the comprehensive in-app content that covers plant health and management. The plant doctor tool, also powered by AI, is there to monitor the plant's health, and it offers treatment solutions when the plant gets sick.

PLNT is an app created by a Lithuanian-based start-up company and is available today in the **Apple app store**.

*This article was originally published on Benzinga **here**.*

Appvillis UAB is a Lithuanian-based mobile app developer and publisher that creates innovative apps to improve people's lives. Their products include PLNT, an AI-powered plant assistant, ESIM Plus for worldwide mobile data and virtual phone numbers, and Nicegram, the most powerful alternative client for Telegram Messenger.

This post contains sponsored advertising content. This content is for informational purposes only and not intended to be investing advice.

Contact Details

Investor Relations

investor.relations@appvillis.com

Company Website

<https://appvillis.com>

Tags

APP

TECHNOLOGY

PLNT

ARTIFICIAL INTELLIGENCE