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PRESS RELEASE

Case IH demonstrate new Advanced Farming Systems 'live' at Cereals 2013



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Case IH demonstrated the full capabilities of its new **Advanced Farming Systems (AFS®)** at **Cereals 2013** where visitors were able to try this exciting new technology for themselves using actual farm data. AFS systems are available factory installed on Case IH Puma, Magnum, Steiger and Quadtrac tractors, together with the company's Axial-Flow combine harvesters.

The display included working demonstrations of AFS 700 Pro, the Case IH factory-fit AFS system, together with the professional-level FM-1000, entry-level FM 750 with EZ-Pilot and AFS View, the company's farm management software. Case IH AFS specialists demonstrated how these new technologies operate in practice and the significant benefits they provide.

Advanced Farming Systems are arguably the most significant advance in agriculture since the advent of mechanisation and quickly being adopted by farmers looking for greater control, productivity, efficiency and precision through automation. Case IH offer a comprehensive range of fully-portable AFS solutions which can be tailored to suit individual requirements, providing farmers with a forward-looking investment that they can use right now, in all seasons, all crops, all terrain and all vehicles.

Whether farms are looking for more interactive vehicle control, the ability to connect ISOBUS implements to tractors, greater precision in their farming operations or to build interactive field maps, Case IH Advanced Farming Systems help them to do so. They maximise efficiency, optimise outputs and, ultimately, enhance profitability.

The Case IH AFS AccuGuide™ system optimises machine usage, improves operator comfort by reducing their workload, saves on seed, fertiliser and agchems, reduces time in the field, together with fuel and labour costs. It also makes field work much more accurate by eliminating missed areas and overlaps, while enabling operations to continue in poor visibility conditions.

Case IH AFS Pro touch screens provide no-compromise Advanced Vehicle Control, enabling operators to monitor functions such as yield, fuel use and work rates, either in real time and specific to each job or as daily averages. They also connect external cameras, keep job records and manage ISOBUS implements. AFS Pro touch screens are interactive, fully customisable and portable between Case IH products, while all data can be stored on a USB for analysis in the farm office.

The Vehicle Guidance Solutions offered by Case IH range from simple 'plug and play' lightbar steering kits to fully automated, integrated solutions. The accuracy they provide can be tailored to individual farm requirements, with pinpoint accuracy being available when operating in high-value cropping situations.

AFS® Farm Management Software provides farmers with the ability to take the management of their businesses to a new level, allowing them to see exactly what is happening on their farms by mapping, measuring, managing, analysing and controlling the entire operation. The software provides field-by-field information on tasks performed, work rates, fuel used and yield.

The Case IH AFS Connect Telematics package, now available with a new dashboard view, can be used in conjunction with the AFS Connect web portal to monitor a range of machine functions in real time, including fuel consumption, engine speed, torque percentage, engine fluid levels and temperature.

"Customers who are not familiar with these latest technologies are often reluctant to take the first step towards using them, but by not doing so they are missing out on a major innovation which will enable them to farm more efficiently and profitably. Our interactive display at Cereals 2013 provided a superb opportunity to find out more about Case IH AFS systems which represent the future of farming," stated Liam Hayde, AFS Specialist for Case IH UK.

Further details are available at www.caseih.com

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NOTES TO EDITORS

Case IH is the professionals' choice, drawing on more than 160 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com Press releases and photos are available online at <http://mediacentre.caseiurope.com>

