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New Holland Offers New Immersive Experience On Its Stand at Agritechnica 2015

Visitors to the New Holland stand at Agritechnica will be able to discover the brand's latest products through two new interactive apps: one dedicated to the new T7 Heavy-duty range and the other, called 'OnBoard 360', offers a virtual experience of the new CX combine and T7.315 in the field.

New Holland extends its innovative approach to its stand at Agritechnica 2015, using new technologies to offer visitors a unique immersive and dynamic experience of its latest products in a static exhibition display.

The T7 Heavy-duty range app for a full presentation from the customer's point of view

Visitors to the stand will be able to discover all the features, benefits and applications of the brand new T7 heavy-duty models with the new app that will be available on two fixed tablets on the stand. The first section of the app leads through a walk around of the tractor, outlining the main features. The second section, called On board, takes the visitor into the cab and highlights all elements of the ergonomic layout, the seat and suspensions, the automations that contribute to the exceptional comfort. The third section, called At Work, explains all the benefits linked to the tractor's performance, such as the power and fuel efficiency of the engine, the maneuverability and agility made possible by the structural engine and narrow turning angle, and so on. All the features are brought to life with text, images and videos.

OnBoard 360 for an immersive experience

The second app on the New Holland stand will transport visitors virtually to the field. They will find the OnBoard 360 device on the stand. Wearing these special goggles, they will be able to walk around the new CX8 combine or T7 Heavy-duty tractor on display and view highlights of the machines' main features; climb on board and see how all the features and controls work, and how they can make their work easier and more efficient, even simulate operating the machine in the field – a truly immersive 360-degree experience.

From January 2016, customers will be able to download both apps for Apple or Android devices and enjoy them on their own tablets or smartphones.



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New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

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