

## **New Holland FieldOps™, a new platform for real-time farm data management, presented at Agrishow 2024**

- *An easy-to-use and free platform available for mobile and web for customers worldwide to manage their machines and operation data from anywhere at any time.*
- *Enables customers to view and monitor all their machines in one place instead of using multiple apps to manage their mixed fleet, with an all-new interface designed to simplify farm management.*
- *Thanks to collaboration with Intelsat, a leader in satellite communications, New Holland and CNH will be the first in the market to make connectivity accessible to areas that do not have consistent internet access.*

Ribeirão Preto, SP, Brazil; April 29, 2024

At Agrishow 2024 New Holland is presenting **FieldOps™, a versatile and easy-to-use farm management web and mobile platform** available for operators worldwide. It brings real-time monitoring, remote display viewing and intuitive user interface together into one comprehensive package to enhance how farming operations manage their data overall.

Agriculture is becoming increasingly digitalized with an exponential growth in cloud-connected machines. This means farmers need to **avoid having fragmented digital solutions** and multiple apps or platforms. Instead, the industry would benefit from an **all-in-one, easy-to-use platform** that unifies their core operational management needs into one place.

New Holland FieldOps is **designed to simplify** a customer's entire workflow from the moment they connect to their machines all the way through to post-season analysis. Its all-new interface streamlines workflows, simplifies farm management, and makes data accessible from anywhere.

Instead of using multiple apps to manage their mixed fleet, customers will be able to view and monitor all their machines in one place, centralizing tools like New Holland PLM Connect into one platform. This gives customers easier access to their field and farm data and provides any connected operator the ability to manage their machines from anywhere at any time, via FieldOps' mobile or web platform.

FieldOps' key features include **real-time machine monitoring** — including precise location and duty status —, **remote view of in-cab displays** for improved operator

support, **visualization of agronomic data layers** for a specific field over the course of the season and machine health and activity monitoring to quickly spot priority issues.

Bolstering the capabilities of FieldOps is the **new collaboration with Intelsat**, a leader in satellite communications for over 60 years. New Holland and CNH will be the **first in the market to make connectivity accessible** to more areas that do not have consistent internet access through conventional cellular or terrestrial networks. This collaboration solves a large customer challenge by providing industrial-grade connectivity that is built for farming. Having this level of connection increases the value and benefits of precision technology for farmers everywhere.

"Agriculture is changing rapidly, and farmers are increasingly asking us to support them with simple solutions for complex problems. Our approach is always putting customers at the center and it is our job to help by developing technological products that improve their productivity", said **Carlo Lambro**, Brand President at New Holland. "FieldOps was created thanks to our customers' feedback, prioritizing simplicity and intuitiveness for the interface. It enables farmers to improve their efficiency and profitability, whether they're investing in a new fleet or adding automation to their existing machines."

The New Holland FieldOps app is currently in its final stages of development and testing, with a full release expected later this year.

At Agrishow, New Holland will display the latest news in machinery and precision technology innovations. For more information, visit the New Holland booth.

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*For over 125 years, New Holland has supported farmers with the technology, solutions and services they need for productive agriculture. It has a history of driving innovation, providing the answers to customer needs with a broad range of agricultural and light construction equipment. With proven production machines that utilize the latest alternative fuel technology to power the sustainable revolution in farming, we are the sector's Clean Energy Leader. Our expertise and innovations are backed by precision connected services and supported by a dedicated and global dealer network with a strong territory presence.*

*With you, Season after Season.*

*New Holland is a brand of CNH Industrial N.V. (NYSE: CNHI) a world-class equipment and services company. More information about CNH can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com)*

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PRESS RELEASE

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