

Press Release

24.11.2011

Machine Of The Year – Category Special Award” presented to AEF*

This year’s Agritechnica fair in Hannover, Germany, proved it again: new developments in electronics and sensor technology today largely determine the degree of innovation of agricultural machinery and systems. Within this context the Agricultural Industry Electronics Foundation (AEF) has received the award “Machine Of The Year – Category Special Award”. This award is presented by the Ag tech editorial committee of an important German agricultural publishing house at each Agritechnica show which occurs every two years. The AEF was honored for its extraordinary contribution towards the enhanced use of electronics in the farming sector.

Neue Landwirtschaft editor Jörg Möbius headlined his awards presentation with “grassroots democratic standardization work“. He pointed out that the proposition of awarding the AEF had found immediate consent of all technical editors of the dlV Deutscher Landwirtschaftsverlag. Governmental or semi-governmental bodies are not able to cast the rapid progress in electronics to standards, he said. Therefore the initiative of the industry to take the further development of the ISO 11783 standard into its own hands and then make aligned propositions to ISO represents dramatic progress.

Carsten Hühne, AEF spokesman Europe, emphasized in his short acceptance speech that the industry now starts speaking to their customers with one voice, as far as electronics is concerned. Never before has there been such an exact match of interests, even between strong competitors, he said.

At its booth E 03 in hall 16 the AEF launched the AEF ISOBUS Database (www.aef-isobus-database.org) the first and only tool for finding out compatibilities of Tractors/ ISOBUS Universal Terminals and implements. A hand fan explaining the ISOBUS functionalities and other important facts, also launched at the Agritechnica, now helps non-ISOBUS-experts understand the standard. And on top a new ISOBUS conformance test tool for use by manufacturers helps them develop ISOBUS compatible products.

With 24 exhibition halls, over 388,000 m² exhibition floor space and more than 2,700 exhibitors, Agritechnica is the world’s largest exhibition for agricultural machinery and equipment. This year more than 415,000 expert visitors, including about 100,000 from outside Germany, came to the Exhibition Grounds in Hanover.



Caption:

From left to right: Editor Jörg Möbius, AEF spokesman Europe, Carsten Hühne, editor-in-chief of Neue Landwirtschaft, Dr. Uwe Steffin during the award ceremony

The AEF is an international industrial platform founded 2008 by agricultural machinery manufacturers AGCO, Claas, CNH, Grimme, John Deere, Kverneland Group, and Pöttinger as well as the industry associations AEM and VDMA. At present, the AEF has more than 115 additional members who are committed to implementing electronic standards. The objectives of the AEF are to establish the compatibility of tractors, implements and the software used on the farm across different manufacturers and provide the agricultural public with information on the applications and the benefits of ISOBUS (www.aef-online.org).

Contact for Europe:

Harald Frank, VDMA (German Engineering Federation)
Tel +49.(0)69.6603 0
Fax +49.(0)69.6603 1511
E-Mail europa@aeef-online.org
Web www.aef-online.org

Contact for North and South America:

Ken Edwards
AEM (Association of Equipment Manufacturers)
Phone: + 1 414 298 4185
E-Mail kedwards@aem.org
Web www.aef-online.org