

Press Release

August 17, 2009

AEF launches official website, aef-online.org, August 17, 2009.

Agricultural Industry Electronics Foundation (AEF) introduces its official website, August 17.

The launch of its international website www.aef-online.org on August 17th now brings the Agricultural Industry Electronics Foundation (AEF), founded near the end of last year, directly to the attention of agricultural producers and the agricultural technology public. The AEF is committed to the implementation of international electronics standards worldwide, with an initial focus on ISOBUS.



The international industry organization, AEF, was founded during an October 2008 meeting in Frankfurt, Germany, by the seven internationally operating ag industry companies Agco, Claas, CNH, Grimme, John Deere, Kverneland Group and Pöttinger. Also founding members are the industry associations AEM (Association of Equipment Manufacturers) and VDMA (German

Engineering Federation). To date the association unites 50 members with interests in electronic standards implementation. The seven founding members installed Rainer Hofmann, Manager of Electronic Engineering, Agco, as AEF chairman. The steering committee is comprised of one representative from each founding member including Chairman Hofmann.

The AEF, as stated in its bylaws, “is an independent international industry platform. It will support and promote implementation of agricultural electronics standards that have been developed and adopted by the international community”.

The bylaws also make clear that writing of standards remains the function of ISO. The AEF replaces the European Implementation Group ISOBUS and the North American ISOBUS Implementation Task Force. In addition to ISOBUS, it is the aim of the foundation to support other adaptations of electronics for agricultural use.

Meetings of the Steering Committee and its functioning project teams are held alternately, as practicable, in both North America and Europe. Participation by organizations and individuals from other regions is encouraged as well.

General membership in the AEF is open to any organization or individual with an interest in promoting the implementation of international, agricultural electronic standards. There is no fee to become a general member. The foundation is currently financed by its seven founding members. Six AEF Project Teams are addressing electronics implementation issues: Conformance Testing, Functional Safety, Engineering and Implementation, Service/Diagnostics, Sequence Control and Communication/Marketing. The Conformance Test Project, for example, is responsible to insure that the ISOBUS data traffic between office computer, tractor and implement flows seamlessly, regardless of type or manufacturer. The project group Communication/Marketing intends to make the functionalities and benefits of ISOBUS understandable for a wider agricultural public by communicating more effectively with customers, the manufacturers and their dealers.

Simultaneous with the website, the newly designed logo plus the complete corporate design of the AEF was established. The logo symbolizes the exchange of data between two systems, e.g. tractor and implement or tractor and farm management software.



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