

## **Press Release**

February 08, 2010

### **Successful Participation in Ag Connect**

**At this year's Ag Connect Show in Orlando, FLA, USA, the newly founded Agricultural Industry Electronics Foundation (AEF) was on display in the Americas for the first time. Agricultural producers and the agricultural technology community visited with AEF members at booth No. 2654 in the Orange County Convention Center. And, as William Rudolph AEF spokesman for North and South America states, the participation was quite a success.**

With its presence at 2010 Ag Connect the AEF highlighted its commitment for the benefit of Farmers worldwide. At its booth the international industry platform promoted and demonstrated the practicality of ISOBUS to manufacturers and users who were not familiar with the concept. For this purpose there were seven VTs (Virtual Terminals) by different companies split between two separate ISOBUS running with three implements on each ISOBUS. The crew demonstrated switching the ISOBUS implements from one VT to another and showing essentially the same user interface. "The demonstration worked well", says the spokesman.

The booth saw many visitors from Argentina and Brazil with interest in the AEF. The crew also spoke with representatives from Romania and Ukraine. William Rudolph was interviewed by the Argentine Cable Network "Canal Rural" about ISOBUS and the AEF. The visitors from Argentina reported that the ISO 11783 document has been acquired and is being translated into Spanish for adoption by the Argentine Standards Organization. This is also being done in Brazil into Portuguese for the similar purpose.

Thanks to the member companies Agco, Claas, CNH, Dickey-John, John Deere, Kverneland Group, Mueller-Elektronik, Raven and TeeJet Technologies who donated equipment and also personnel for the booth, each visitor found a competent contact person. "The contacts that we made were of good quality", emphasizes William Rudolph.



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