

Press Release



Topic: Updated AEF ISOBUS Database (DB) app

Date: 20 October 2021

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AEF INTRODUCES ISOBUS DATABASE APP FOR MOBILE CONVENIENCE

Ag equipment dealers, manufacturers, farmers to easily view ISOBUS compatible products across brands

The Agricultural Industry Electronics Foundation (AEF) announced today it is introducing the updated AEF ISOBUS Database (DB) app to give agricultural equipment dealers, manufacturers and end users a convenient way to access its database, the only comprehensive repository of all ISOBUS compatible products in the world. Users may now easily drill down by brand, product, or ISOBUS functionality to confirm product compatibility while in the office or in the field, for free.

"With so many different manufacturers creating a wide scope of agricultural products around the world, when you start using different brands together, they are not always technologically compatible," said Andrew Olliver, Vice Chairman, AEF. "However, when products all share the same 'nerve system,' more commonly known as the 'ISOBUS,' they communicate seamlessly. The AEF ISOBUS DB app identifies which products on the market are compatible and are ISOBUS-certified."

Through the AEF's app, the agricultural equipment community may now look up a product's ISOBUS compatibility, find information if a customer is having trouble in the field, research ISOBUS compatibility of new equipment and accessories, or identify ISOBUS functions. Information can be shared with others through the app using messaging tools such as WhatsApp or email.

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Only products that are AEF ISOBUS certified are listed in the AEF ISOBUS Database. Currently there are approximately 80 companies listing their certified ISOBUS products in the database, a number that keeps growing.

"This is an incredibly useful tool, especially for ag equipment dealers, when they have to advise their customers on their next ISOBUS equipment purchase," said Olliver. "Dealers will find the app's new module and option views essential."

In the app's module view, users can view detailed information about ISOBUS products, such as the individual controllers to see exactly which functionality they support. This helps dealers make product recommendations, as well as diagnose service compatibility issues. The option view provides the ability to view the compatibility of multiple product features.

Download the new AEF ISOBUS DB app today ([Mobile App - AEF Online \(aef-online.org\)](https://www.aef-online.org)) and create an account for free. Or, you can find the new app by searching "AEF ISOBUS DB" in Apple's App Store or in Google Play. Available for Android and iOS smartphones, the app allows users to create a free account for 24/7 access on the go.

Further information on the AEF, TIM and the AEF ISOBUS Database can be found at www.aef-online.org.

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The Agricultural Industry Electronics Foundation (AEF)

The Agricultural Industry Electronics Foundation (AEF) is an independent organization founded in 2008. Eight agriculture equipment manufacturers and three associations are working as core members together with 220 general members to improve cross-manufacturer compatibility of electronic and electric components in agricultural equipment, and to establish transparency about compatibility issues. Implementing international electronic standards is a cornerstone of their work and the AEF encourages the development and implementation of new technology. While the AEF's intention is to enable mutually beneficial links between companies, the primary goal is to make work easier and provide economic benefits for their farming customers.

Picture caption (AEF_Database_APP.jpg)

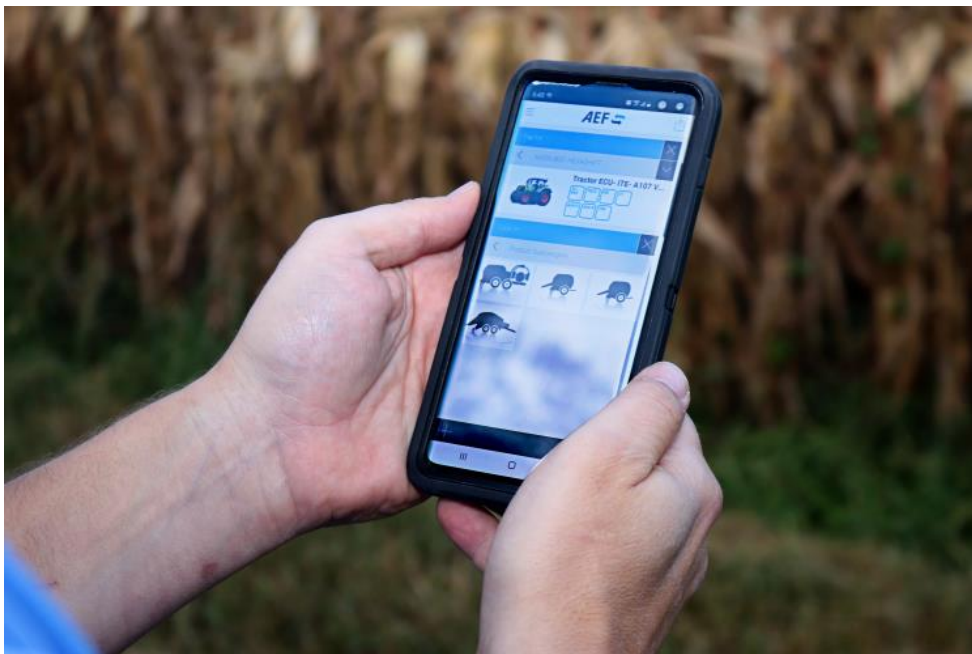


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The reprint is free of charge. We would be very pleased to receive a specimen copy.

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