

John Deere FarmSight™



Frequently Asked Questions

What is John Deere FarmSight?

John Deere FarmSight is *an integrated and comprehensive vision* to meet your farm and business needs today and tomorrow. This array of products and services, delivered through the global John Deere dealer network, will provide you with solutions for the categories below:

- **Machine Optimization:** John Deere FarmSight provides solutions that will get the most out of your machine using precision technology and wireless, mobile data networks for higher levels of productivity and increased uptime.
- **Logistics Optimization:** John Deere FarmSight will better manage logistics and machinery use from remote locations through fleet management solutions and increased machine to machine communication.
- **Ag Decision Support:** John Deere FarmSight provides user-friendly monitors, sensors, and wireless, mobile networks to provide easy access to machinery and agronomic data essential to making proactive management decisions for your operation.

How does the John Deere FarmSight strategy benefit me as a customer?

- **Easy and Accessible** – John Deere FarmSight technology allows timely access to data from machines to manage information easily and efficiently. Based on your preferences, equipment, owners, operators, dealers, and agricultural consultants are connected remotely for proactive service and support.
- **Integrated** – Machinery, software, and wireless communications are all integrated to work more efficiently in your field operations. Nobody but John Deere and your local John Deere dealer has the capability to bring all these technologies together for more efficient, profitable farming.
- **Intelligent** – Machines will communicate with each other, the owners, operators, dealers, and agricultural consultants, with the ultimate goal of making your operation more productive and profitable. This intelligent, automated technology brings more precision, convenience, and up-time to your equipment operation.

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How does John Deere FarmSight strategy benefit me as a customer? (cont.)

- **Supported** – John Deere FarmSight is fully supported by John Deere and your local John Deere dealer with highly-trained experts who provide solutions for all your equipment and decision support needs.
- **Global** - John Deere FarmSight solutions are developed to meet customer needs. Regardless of where you farm, John Deere will provide systems and support to bring more efficiency and profitability to your operation.

What machines will use technology solutions derived from the John Deere FarmSight strategy?

- John Deere is now and will continue to design machines that utilize John Deere FarmSight technology solutions.
- They are and will be wired for telematics, GPS, and mobile data processing for increased machine communications.
- A great example of this is the new 8R Tractors that offers JDLink™, John Deere's telematic solution. Currently, customers will receive a free one year JDLink Ultimate subscription.
- As we continue to launch new tractors, combines, sprayers, and other vehicles in the future, they will be integrated with additional FarmSight technology.

Will the John Deere FarmSight strategy include solutions for competitive machines?

- The John Deere FarmSight strategy will be inclusive of most competitive machines.
- Today, customers are able to optimize competitive machines with JDLink Select and other Ag precision technology.

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Will customers have options to buy only the technology they need with the array of FarmSight solutions that John Deere will provide?

- Customers will need to work with their local John Deere dealer to review all the the technology solutions available and determine which technology provides the most value for their farming and business operations.
- John Deere has done extensive research with customer focus groups to make sure these solutions will help with overall productivity on the farm.
- But, it is important to note that customers will have options on the technology they choose for their operation.

What current solutions do you offer that are part of the John Deere FarmSight strategy?

There are multiple technology solutions available to benefit your farming and business operations. Below are just a few examples.

Machine Optimization

- A great example of machine optimization is the recently launched JDLink™, a telematics technology system.
- JDLink helps customers monitor machine performance, create curfews and geo-fences. And on the model year 2011 8Rs, dealers will have the ability to proactively support and diagnose issues with ServiceADVISOR™ Remote.

Logistics Optimization

- AgLogic™ is sold through select dealers to help with Nutrient Management Applications performed by Ag Service Providers.
- This is not only a work order management system, but it also provides easy directions, with Google Earth™ Maps, for the operator to follow to and from the field.

Ag Decision Support

- John Deere FarmSight offers a wide variety of documentation and desktop software, like Apex™, to help make informed farming decisions based on the data collected during seeding and harvest.

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Is John Deere FarmSight just about technology on my equipment?

- No, the John Deere FarmSight strategy is about providing visibility to your operation's data on and off the machine.
- Today, some of our products, like JDLink™, allow you to receive alerts about your machine through your phone and the JDLink computer website
- We will continue to invest and explore more technologically advanced solutions that will continue to improve your productivity on and off your machines.

How will you support the John Deere FarmSight strategy?

- Customers will have the support of their local John Deere dealer who will be trained on how to service John Deere FarmSight products.
- With remote diagnostics, dealers will be able to proactively determine machine problems before going to the field.
- They will also be able to perform diagnostics on a vehicle, determine the problem, and then go to the field with the correct solution.

What is the scope of John Deere FarmSight?

- John Deere FarmSight is a unified global strategy around technology solutions.
- Wherever you farm, John Deere will provide systems and dealer support to bring more efficiency and profitability to your operation