



Ag Leader Builds Simplicity And Power Into New SMS™ Software Offerings

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Ag Leader Technology, a pioneer in the precision agriculture industry, has introduced two new software packages designed to drastically simplify precision farming for both growers looking to make better, more profitable decisions, as well as farm managers and cooperatives involved in managing multiple farm operations.

"I think people will be surprised by the things this software will do to help them make smart business decisions. But I also think people will be pleasantly surprised at some of the things we've added to make the system easier to use and more efficient - without sacrificing power or costing a fortune. You don't have to sit at the computer and wait for one process to finish before you can start the next. It really automates the process with the new "Batch Functions", for example. With a few simple mouse clicks, you can let the computer do the work," said Corey Weddle, Desktop Software Manager for Ag Leader.

Ag Leader SMS Basic 4.0

Ag Leader's powerful new SMS Basic 4.0 simplifies the management of field data, helping growers spend less time wrestling with data and more time squeezing profit out of their operation.

Several new features can be found in this next generation of precision farming software, including:

- A new "automated" Terraserver download that imports field satellite images into the software automatically.
- A new split planter tool that tracks split planting and provides variety analysis - including the ability to layer planting and harvest maps to easily make comparisons between varieties.
- Direct support for Case IH and New Holland Voyager file formats.
- Improved, user-friendly report and chart creation, viewing and printing.
- User interface upgrades that make the software easier to use.

SMS Basic 4.0 also includes all of the features that made its predecessor, SMS Basic, the most user-friendly in the industry. SMS Basic 4.0 integrates seamlessly with Ag Leader monitor/control equipment, allows simple variable rate prescription creation and includes support for soil sampling analysis, field data layering and the ability to read from and export to a variety of popular industry standard formats.

Ag Leader SMS Advanced

Ag Leader's much anticipated SMS Advanced was designed for those wanting to perform more detailed analysis of their operations without spending considerable resources to purchase or learn it. While the software features all of the new tools and enhancements found in SMS Basic 4.0 - as well as being completely

compatible with it, SMS Advanced's takes you to the next level of productivity and power. SMS Advanced's Project feature allows the user to set up separate data storage and management for each unique grower or customer. A manager can then export each grower's data out of SMS Advanced and into the grower's copy of SMS Basic seamlessly, allowing each grower to perform additional analysis of their own if they choose. The Projects feature also helps provide data security and integrity by breaking the data down into smaller and more secure groupings.

SMS Advanced also includes simple, but powerful analysis tools that can run in "batch" mode. A wizard makes setting-up and running analysis and custom prescription formulas easy. Analysis functions are provided to average and normalize multiple years worth of data, write equations to apply to the data and compare different types of data (i.e. comparing yield by soil type).

SMS Advanced also provides the ability to track your financial inputs and outputs - for "Financial Tracking." This allows a user to keep track of their field-level income and expense, then generate profit/loss reports for each field. This can be especially helpful in determining CRP designations, for example.

Extremely customizable, SMS Advanced allows for the design and editing of custom reports, charts, summaries, etc, making it easy to output reports in a consistent, easy-to-compare format.

SMS Advanced provides built-in support for viewing data in 3D through a unique "Terrain View" program, as well as displaying a 3D Plot of your data. Both of these options help the user actually visualize field-level data and the factors that might be affecting yield results. One other major addition - an exclusive "Calendar View" selection and summary tool - allows the user to instantly see when field actions took place. You can see - on a calendar - all your data for harvesting, planting, spraying, etc. and select them for further analysis or mapping. This feature can provide insights into your data you may have completely overlooked.

Both SMS Advanced and SMS Basic 4.0 work seamlessly with the Ag Leader PFAVantage system and the new INSIGHT precision farming system. Additionally, the software supports most of the most popular proprietary precision farming systems, including John Deere Greenstar GSY harvest files, New Holland CX/CR LOG files and Case IH Voyager files. Both are also supported by Ag Leader's industry-leading technical support.

Ag Leader is a pioneer and recognized technology innovator of precision agriculture hardware and software. Located in Ames, Iowa, the company markets and manufacturers industry leading precision farming technology designed to help growers make smart, profitable business decisions. For more information, log into the Ag Leader website at www.agleader.com