

Press Release

Topic: 365ActiveBox
Date: 16 November 2016
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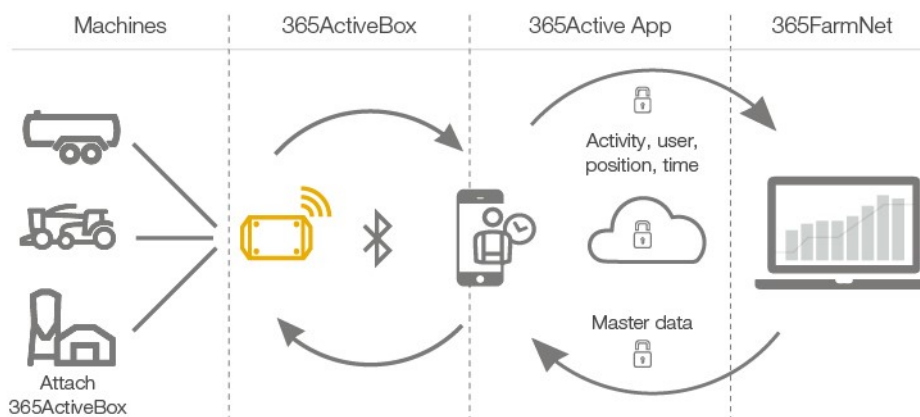
Newly developed by 365FarmNet: 365ActiveBox Simply digitize analog machines

- **Cost-efficient solution for the digitization of all analog machines, independent of manufacturing date and manufacturer**
- **Automatically document all machines and connected measures using the 365Active App**
- **Immediate and detailed data evaluation within the 365FarmNet platform**
- **Increased transparency in working processes and easier identification of disruptive factors improve cost-efficiency**

With the 365ActiveBox, 365FarmNet has developed an innovative solution to digitally document existing analog machines and equipment and evaluate measures.

By linking up the 365ActiveBox with the 365Active App and evaluating data within the 365FarmNet platform, a farm-wide overview of all operations on the farm and in the field, of plant production and animal husbandry is provided. This results in a high level of transparency for the farmer, for instance relating to routing, working hours, fertilisation measures, animals and machines. The farmer is able to recognize efficiency potential, to document automatically and is enabled to trace and check measures and activities at any time. The 365ActiveBox can be used independent of the location, manufacturer and machines which ensures a high level of flexibility.

This is how the 365ActiveBox works:



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In summary, the 365ActiveBox is a practical solution and economically interesting. For instance, by optimizing driving times and routes, farmers are able to conserve costly resources such as diesel. An economic effect that also has a positive influence on the environment.

Detailed recording and evaluation of measures

Data of the 365ActiveBox is documented via the 365Active App and is immediately evaluated in detail within the 365FarmNet platform. Examples for possible evaluations are:

- **Operating times of machines:** temporal documentation of the operation of all machines that are equipped with the 365ActiveBox per harvest year, month, day
- **Field-related evaluations:** temporal documentation of all machines equipped with the 365ActiveBox referred to the individual field per harvest year, month, day
- **Proportions between transport and operating times** on a field can each be represented graphically.
- Activities of different machines **can be compared**

Technical details: Cost-efficient, time-saving and easy to operate

The 365ActiveBoxes are small, water and dust-resistant devices that are mounted on different machines (e.g. tractor, wagon or plough), on selected locations on the farm (e.g. barn) or on a pre-defined Point of Interest (POI, e.g. silo). The 365ActiveBox can be installed in just a few easy steps – at low cost of the individual 365ActiveBox.

Number of characters of the release: 2,692 including spaces

Further information on 365FarmNet can be found at: www.365farmnet.com
and <https://www.youtube.com/user/365FarmNet>

Press download: www.365farmnet.com/press/20161116-Presskit-Eurotier.zip

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365FarmNet is Germany's major, multiple award-winning software solution for all farmers. With the free field mapping service already received you can manage the whole of your agricultural business, from manufacturers to every branch of the industry, from home or when you are on the go. From cultivation planning to harvest, from field to barn, from documentation to operational analysis. 365FarmNet guarantees the highest level of data security due to modern high-performance servers and certified, neutral service providers.