

SUCCESS FOR AEF

Agritechnica 2017 and Isobus plugfest

The nonprofit AEF association promoting the CAN-based Isobus technology participated successfully in the Agritechnica tradeshow. The Isobus plugfest in Stuttgart (Germany) was well participated, too.

A total of 450 000 visitors, with over 100 000 from abroad, attended the trade fair for agricultural machinery in Hanover (Germany). Some 2 800 exhibitors from 53 countries presented everything relating to agricultural technology. One of them was the nonprofit AEF association. The newly designed exhibition stand was well received by manufacturers, dealers and farmers, said Norbert Schlingmann, General Manager of AEF. He reported a successful participation. According to him, discussions centered both on detailed technical questions and on current and future challenges posed by the issue of multi-vendor compatibility.



At Agritechnica, Isobus-interested parties from all over the world met at AEF's stand (Photo: AEF)

Experts from project teams and members of governing bodies were available for an exchange of expertise. Great interest was also expressed in the two happy hour events during, which the AEF met with members of different associations. This included the European Agricultural Machinery (CEMA) located in Brussels, FederUnacoma from Italy, and the Association of Equipment Manufacturers (AEM) as well as numerous company representatives. AEM representatives discussed ways to further develop the current cooperation between both organizations. In the future, both groups look forward to expanding the knowledge of Isobus in North America and promoting other AEF tools, like AEF Database and certification process.



New record in participation: The five-day Isobus event in Stuttgart gathered 154 developers (Photo: AEF)

In October, AEF organized the Isobus plugfest, a Conference Day and a variety of team meetings. A total of 130 products were tested during the plugfest. "It can be summarized that the plugfest was a resounding success, with more than 150 participants and over 80 visitors in attendance," reported the nonprofit association. AEF pugfest events occur every spring and fall, alternating between Europe and the U.S. The event offers two levels of involvement: visitors and participants. Registered visitors are afforded the opportunity to observe plugfest activities, but they cannot participate in testing. The next event is slated for May (15 to 18) in Lincoln, Nebraska (USA).

Minister Dr. Gerd Mueller (right) and Bruno Sontheim (Photo: Sontheim)

Agritechnica 2017: German minister visited Sontheim

Long-time CiA member Sontheim exhibited at Agritechnica its ISO 11783 (trademarked as Isobus) compatible products. The German Minister for Agriculture Dr. Gerd Mueller visited the company's booth. Bruno Sontheim presented a safety-related host controller and an Isobus gateway as well as an ultrasonic wind sensor.

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