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New INTEGRA™ Display from Ag Leader Combines Guidance, Steering and Operation Control

AMES, IOWA, November 3, 2009 –Today, Ag Leader Technology, Inc., a leader in the development of precision farming solutions, introduced the latest innovation in precision farming the INTEGRA™ display. Featuring a large, full-color 12.1-inch high-definition touchscreen, the INTEGRA display offers the most complete year-round operation control, guidance and steering solution in the marketplace today.

“The INTEGRA display combines the operation control options Ag Leader is known for, with a built-in full-featured steering and guidance system including an on-screen lightbar,” says Product Manager, John Howard. “This makes it an ideal investment for operators who want a manual guidance system but anticipate expanding their use of precision farming technologies.”

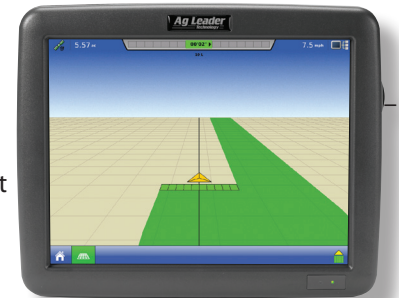
“Built-in manual guidance, full-screen mapping, planter and application control, yield monitoring, real-time data logging and automated steering make up the core functionality of the new INTEGRA display,” continues Howard. “Operators will appreciate the complete year-round solution the INTEGRA display offers, but also, the industry-first high-definition mapping brings a new, enhanced user experience.”

As part of the full-screen mapping package, the INTEGRA display provides multiple map views allowing the operator to determine the level of detail needed to monitor applications; implement-specific tabs can be minimized to view more mapping information if desired. The display also features four video camera inputs, providing operators a better view of equipment operation and safety.

“Consistent with other Ag Leader products, the INTEGRA display can be moved from vehicle to vehicle. Plug compatibility with Ag Leader’s InSight™ and EDGE™ displays is also an important component of the INTEGRA display, making an upgrade a seamless transition,” adds Howard.

About Ag Leader

Ag Leader Technology, Inc. is a pioneer and recognized technology innovator of precision agriculture hardware and software. Located in Ames, Iowa the company manufactures and markets industry leading precision farming technology designed to help growers make smart, profitable business decisions. Founded in 1992 the company has achieved consistent growth and expansion by providing value-based products that help growers and ag professionals achieve and maintain a successful operation.



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