



Vicon

Brand Manual | Update iM FARMING

My way of Farming!

iM FARMING

Introduction

Integration of iM FARMING

iM FARMING stands for Vicon smart/precision farming offering which is essential in managing your business with success. Applying electronics, software, satellite-technology, online tools and big data enables you to use your equipment more effectively and your crops to reach higher profitability.

Within Kverneland Group's vision and strategy, Smart/ Precision Farming developments and solutions are given a high priority. Our technologies improve the performance of our mechanical farming equipment and help farmers to create a strategy and realize their goals to build a profitable operation. It is therefore important in our marketing communication that we for all product groups implement the iM FARMING concept wherever possible in a genuine way, in terms of added value propositioning.

Always involve the marketing department of Kverneland Group Mechatronics when preparing new communication material.

iM FARMING Material

Please visit the Kverneland Group Download Centre to download iM FARMING Material. Login details are as follows:

User Name: importer

Password: kvg567

These login details are common to all Kverneland Group Users

> [Download iM FARMING Material HERE](#)



Checklist to keep in mind

1. Spread the IsoMatch products throughout your marketing materials with a good explanation why it is beneficial to use together
2. Include iM FARMING product details on the product pages on websites and mention them in news articles
3. Keep the human touch in the photo and video shots. How does the farmer use the IsoMatch products together with the implements?
4. Send in news to share on the iM FARMING social media platforms:
Media@kvernelandgroup.com

iM FARMING

Visual Identity

Logo

-

The iM FARMING logo should appear in all marketing materials where precision farming, IsoMatch products or Electronic systems are mentioned or displayed. When included into Vicon communication material the iM FARMING logo must be in the Vicon Blue or White if this created better visibility of the logo. The moss green (Corporate colour) must not be used.

Download the Logo [HERE](#)

Logo in Writing

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iM FARMING should always be written with a small i and the rest in CAPITAL letters.

Slogan

-

smart, efficient, easy are the 3 key pillars of the iM FARMING communication concept. We use these pillars to build up the argumentation in our offering. The slogan should always be written in small letters.



Clearance area

The iM FARMING logo is seen to best effect when surrounded by an area of clear space. This ensures a high degree of visibility and legibility, and preserves the integrity of the logo.

iM FARMING

Visual Identity

Icons

Below you can find a set of iM FARMING icons that can be used to describe a functionality without text and also to show connectivity. We have defined brand-dedicated icons. It is important that these are not mixed or replaced.

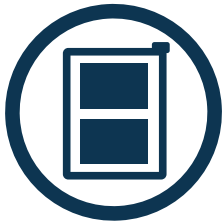
They are always used in white on blue or blue / grey on white background. Use them with or without the Circle.

[Download the Icons HERE](#)



^ Touchscreen

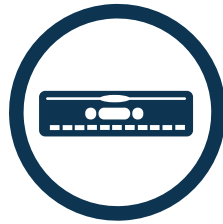
< Back Side Machine Board



IsoMatch Tellus Pro



IsoMatch Tellus GO



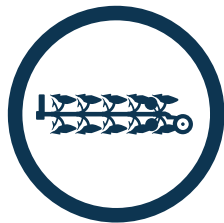
IsoMatch InLine



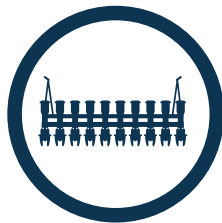
IsoMatch Grip



Tractor



Plough



Seeding Machine



Sprayer



Mower



Baler



Spreader



Cloud



Lock



Satellite



Wireless



My Vicon



IsoMatch FarmCentre



My Data Plant

iM FARMING

Visual Identity

iM FARMING PHOTOSHOOT/VIDEOSHOOT

For farmers to understand the connection between our implements and the iM FARMING/ IsoMatch products, it is important to keep the human connection in the images or videos and connect the product with the implement, with someone showcasing the product with either using it or pointing towards it whenever possible. Always keep the human connection in the images, with someone showcasing the product with either using it or pointing towards it whenever possible. Connect the product with tractor or implement for example grip or antenna showcasing both tractor and the product. Contact Mechatronics Marketing Coordinator if you are in need of products to include and for help on storyboards.

Video

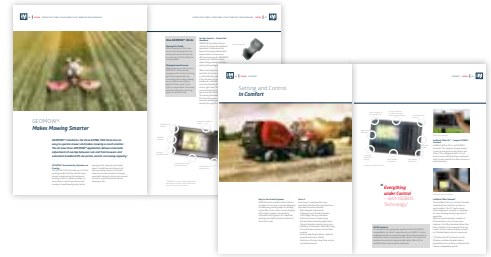
*If you are to create a video solely featuring iM FARMING/ IsoMatch products, include the iM FARMING intro from the IsoMatch FarmCentre video showcasing the iM FARMING logo.
Vicon – 00.00 – 00.06 seconds*

Please remember to check the Copyright guidelines and YouTube music rights guidelines.



iM FARMING

Visual Identity



iM FARMING IN BROCHURES & LEAFLETS

It is important for brochures & leaflets to showcase the benefit and added value of using an implement together with an IsoMatch product/functionality.

1. Start with adding the iM FARMING explanation section at the beginning of the brochure as a part of the brand introduction. Introduction Pages.

> [See example next page](#)

2. Combine the machine offering with the IsoMatch offering. Visualising the functionalities, comfort of use, e.c.t. Including the recognizable iM FARMING avatar logo.

> [See example here and on the following pages](#)

3. Create an outlined / highlighted area to explain how the farmer can benefit from the combined offering.

> [See example here](#)

4. At the end of the brochure please add the IM FARMING offering in the technical specifications and delete the iM FARMING Spread Sheets.

> [See here](#)

Use new Introduction Page
incl. iM FARMING information.

2 | VICOM

3 | VICOM

LOOKING FOR SOMETHING EXTRA?

My way of Farming!

The iM Farming logo appears when the implement is connected to the correct farming system and determines essential for running your farm.

Working the land, running my farm and connecting with nature. Farming is my way of living, and despite being rough at times, I never grow weary of everyday tasks of attending to my land and livestock. I keep up with developments by staying loyal to personal philosophies and applying the appropriate strategy.

I shape and influence my own future by combining craftsmanship with modern technology, employing the very best machinery. I actively seek new opportunities, by being innovative in my way of working. I work hard to grow a good crop. I am passionate about my livestock, providing my animals with only the best. My farm and its returns, reflects who I am, because my heart and soul is put into the work I do.

Farming is about passion, about growing and developing, my crop, my farm, myself, my way.

^ Brochures: Introduction Pages (1)

iM FARMING

Visual Identity

iM FARMING logo

Explanation of the iM FARMING product and why this is beneficial for the farmer.



How GEOMOW® Works

Mowing Flat Fields
When mowing on flat, even terrain the mowing units are working at minimum overlap to reach up to 10.2m effective mowing width.

Mowing Around Corners
When mowing around corners, GEOMOW® automatically recognises the tractor's driving path and compensates by increasing the overlap, leaving no uncut grass and stripes behind. If the corner is too tight to compensate, the driver automatically gets a warning signal on the terminal.

Section Control - Control the Headland
GEOMOW® provides section control for automatic headland operation. It eliminates the hassle of timing headland lifts and provides an even more efficient mowing job. GEOMOW® reduces the risk of mistakes when lifting mowing units too early and lowering them too late.

GEOMOW® Means Full Support to the Driver
GEOMOW® ensures the mower is always working at maximum capacity. GEOMOW® constantly recognises the tractor's driving path and hence always knows the position of the front mower, allowing it to accurately react and adjust overlap of the rear mowing units. The mowing job is done right the first time, leaving a professional and well done job in the field. The potential is 10% increase in capacity, by always mowing at maximum working width.

Portus Terminal - Easy Operation during Long Work Days
The Portus terminal provides handy and ergonomically friendly control that simplifies machine operation. With integrated joystick the Portus comes in a compact size, making it easy to place right next to the operator. So it is ergonomically well positioned for long days of operation. A small screen integrated into the joystick always keeps the tractor driver informed about the chosen operation. Main functions, such as headland lift, adjustment of overlap and setting of ground pressure are easily operated by simply moving the joystick up and down.

Portus can be used as separate terminal for non-ISO8500 tractors or in combination with the tractor's ISO8500 terminal for easy and convenient operation.

GEOMOW®
Makes Mowing Smarter

GEOMOW® transforms the Vicon EXTRA 7100 Vario into an easy to operate mower and makes mowing so much smarter. The all-new Vicon GEOMOW® application delivers automatic adjustment of overlap between rear and front mowers and automatic headland lift via section control, increasing capacity.*

GEOMOW® Automatically Optimises on Overlap
The EXTRA 7100T provides up to 10.2m working width, but like with all triple mower combinations the maximum working width is seldom reached, as most drivers tend to go safe on the overlap to avoid leaving uncut plots, bringing total capacity and output down. In addition most drivers still end up leaving stripes in the field, when terrain and conditions change, eventually having to do an extra round to ensure a good and professional mowing result.

GEOMOW® is a feature based application and requires neither license and section control license for the terminal.



^ Brochures: Integration on Insight Pages (2)

Detail pictures

Combine details in the text.

iM FARMING logo

Showcase and mention IsoMatch products on the page connecting it to the implement

VICON FASTBALE

It's a Breakthrough!

Baling and wrapping non-stop. With Vicon FastBale you can continue baling without having to stop to release the bale. No more clutching and waiting for binding and bale discharge. Compare the time spent stationary every day with a traditional baler, and the time saved by FastBale really is a revelation.

Non-stop baling
Maximum trailer time
Extra wide pick-up
Smooth bale transfer
High density bales
New wrapping technology

"Vicon FastBale, the new standard in baling and wrapping"

For further production, connectable to IsoMatch Tellus terminal (ISO or FPO)

- Non-stop baling** means reduced stress and fatigue for the operator, leading to improved operational efficiency
- Increased output:** Baling non-stop saves 15-18 seconds for every bale made. During a typical 300 bale day, this can give a time saving of over 1½ hours per day
- Compact size:** Despite its non-stop capacity, FastBale is smaller than other competitive baler wrappers, ensuring easy field access and stress-free road transport
- Simple bale transfer** system and high speed vertical wrapping system ensure high output and gentle bale release
- Fully automatic operation,** with animated real time display, keeps the operator relaxed and fully productive throughout long working days

- One seamless process**
- No input required from the operator**
- Quality bale production with no stopping**

iM FARMING logo

Explanation of the iM FARMING product and why this is beneficial for the farmer.

VICON CONTROL

Setting and Control In Comfort

Easy to Use Control Systems
R15000 Series variable balers feature a simple to use control system designed to make long working days as relaxing as possible. Clear colour screen displays with simple graphics show baling information at a glance. All important settings are made from the comfort of the tractor seat.

Focus 3
New Focus 3, designed for easy operation with the following functions operated from the terminal:
Bale diameter adjustment
Display of current bale diameter
Left & Right driving indication
Selection of net or twine tying
Net and twine quantity adjustment
Tying information during tying cycle
Selector of manual or automatic tying
Five daily bale counters & total bale counter
Density adjustment (when optional proportional valve fitted)
Selector of knives, drop floor or pick-up (when present)

CONTROL VICON 15 iM

ISOBUS (optional)
All models can be optionally specified with full ISOBUS compatibility for direct connection to an ISOBUS tractor, enabling the baler to work through the tractor terminal. In addition to direct connection to the tractor, ISO specified machines can also be supplied with either Tellus ISO or IsoMatch Tellus touch screen terminals.

"Everything under Control - with ISOBUS Technology"

IsoMatch Tellus Terminal
The IsoMatch Tellus is a virtual terminal combining two interface screens in one terminal. The 12" touch screen offers ergonomic use and is designed for clear viewing during long days of operation. With an ever increasing number of functionalities, such as rear view cameras, the Tellus terminal allows the baler interface to be viewed in the top screen, with a camera display monitor finished bales active in lower part.

(†) These fully ISO terminals can be fitted on variable chamber balers, provided units are factory ordered with IsoBUS compatibility option.

^ Brochures: Integration on Insight Pages (2)

Detail pictures

Combine details in the text

JETZT ZUGREIFEN! [HTTP://DE.VICON.EU/HIGHLIGHTS](http://de.vicon.eu/highlights)

Für höchste Präzision Vicon Düngerstreuer

**„Ertrags-
steigerung
um über 40 Jahren“**

Maximale Ertragssteigerung durch voll-
automatisches Wägenystem mit Laser-
Wägenraden & D-G und einzigartigem
Radrennsystem!

GEOSPREAD® - GPS-Teilbereichsführung
in 10-Meter-Schritten auch über die Mitte
des Streubereiches hinweg.

Grünreifeerkennung für eine
präzise, einfache und kostensparende
Ermittlung - es so kein Absteigen
erforderlich.

Bedarfsgerecht und teilflächenspezifisch
Spritzen mit Hilfe von Applikationskarten.

Vicon RO-EDW GEOSPREAD®
Der Düngerstreuer mit totaler Selbstentschaltung und einem Fas-
sungsvermögen bis 3.900 l ermöglicht eine präzise Düngung sogar
bei Nacht. Durch minimale Überlappung werden wertvoller Dünger
eingespart und die Erträge gesteigert.

**„Einzigartiges Dosiersystem
mit 8 Streuschaufeln“**

My Data Plant
Biomasse- und Applikations-
karten von My Data Plant
Mit dem Kauf eines Vicon
VCONUS-Düngerstreuers er-
halten Sie satellitengestützte
Applikationskarten Ihrer
Felder im Wert von 250 € für
mindestens 40 ha und 1 Jahr
gratis.

**„Jetzt zusätzlich
250 € sparen“**

Combine details in
the text.

iM FARMING logo

Explanation of the
iM FARMING
product and why
this is beneficial
for the farmer.

Make sure it
appears in a
"highlight" box.

^ Leaflets (3)

iM FARMING

Visual Identity



iM FARMING ONLINE

Using online tools has become more and more important for farmers. The added value of our iM FARMING offering to our implements allows farmers to manage their farm business online. It is therefore very important that iM FARMING is not only added in our brochures and flyers, but also fully integrated on our websites. Below you can find guidance on how to do it.

- 1. Mention iM FARMING/ IsoMatch products in the tekst (also for product news articles)*
- 3. Fill in details under technical advantages*
- 2. Add in iM FARMING details on the page – including ISOBUS, IsoMatch Tellus GO and PRO and IsoMatch GEOCONTROL*
- 4. Keep SEO and keywords in mind, so that people can find our pages when they search on Google.*

Good example of a product page can be found here:

<https://ien.vicon.eu/Spreading-Equipment/Rear-Mounted-Disc-Spreaders/Vicon-RotaFlow-RO-M-GEOSPREAD>

Good example of a news article can be found here:

<https://ien.vicon.eu/News/Product-News/Vicon-Triple-Mowers-Lets-You-Optimise-Farming-Your-Way>

density system and user-friendly electronic controls. The two rollers offer bale diameters from 0.80m up to 1.65m and 2.00m respectively. The bale diameter is easily adjusted through the control terminal.

The Advantages:

- Intelligent Density 3D with new easy setting of bale density - pre-selectable from the tractor cab.
- PowerBind with direct net injection for fast and highly reliable netting.
- 2.2 m pick-up with small diameter.
- PowerFeed rotor intake for impressive intake capacity.
- SuperCut-14 and 25 knife rotors for efficient cutting and tight bales.
- DropFloor for easy unblocking.
- 3 different core densities, pre-selectable from the tractor cab.
- Easy and simple loading of net roll.
- ISOBUS control.



See more about our ISOBUS range of grass implements.

Technical Specifications:

	Bale Diameter	Intake System	Binding
RV 5216R	1.20 x 0.6 - 1.65m	PowerFeed	Net, double
RV 5216 SC-14	1.20 x 0.6 - 1.65m	SuperCut-14	Net, double
RV 5216 SC-25	1.20 x 0.6 - 1.65m	SuperCut-25	Net
RV 5220R	1.20 x 0.6 - 2.00m	PowerFeed	Net, double
RV 5220 SC-14	1.20 x 0.6 - 2.00m	SuperCut-14	Net, double
RV 5220 SC-25	1.20 x 0.6 - 2.00m	SuperCut-25	Net

- Statin Image
- PowerBind Net Wrap
- Intelligent Density 3D
- ISOBUS Control**
- 2.2m Wide Pick-Up
- Intake System
- DropFloor

ISOBUS Control

IsoMatch Tellus Terminal

- The IsoMatch Tellus is the new virtual terminal, offering 2 Interface screens in 1 terminal. The large 12" easily programmable touch screen offers ergonomic use and is designed for long days of operation.
- Due to the increasing number of functionalities that can be added to a machine such as cameras, the operator can use the baler interface in the top screen and a camera display in the bottom screen, to monitor finished bales.
- Another possibility is to use the baler interface in the top screen and the tractor interface screen at the bottom.



IsoMatch Tellus GO Terminal

- IsoMatch tellus Go is a full Isobus terminal able to control all Isobus machines in a very simple way.
- Compact design makes it easy to integrate in the tractor cab despite the comfortable 7" touch screen allowing perfect machine set-up and control. With hard keys combined with the rotary switch on right hand side, for direct access to main functions while driving.

The Focus 3 Control Terminal

Kverneland Group Mechatronics has recently launched a new operator terminal, the Focus 3. This terminal is developed for specific implement types and will only be delivered as package for those implements, together with the electronics for balers. The terminal Focus 3 is positioned in the market as an economy solution.

- The Focus 3 terminal is easy to learn and very intuitive, with focus on functionality and operating simplicity. The Focus 3 terminal is a universal control terminal which can also be used with other implements from Kverneland Group.
- The Focus 3 terminal gives you full control of all functions from the tractor cab. They are shown on a large and very clear digital display. The Focus 3 terminal operators use

ISOBUS

When deciding what equipment to purchase, the optimal solution in the broad market offering, developing fast and tractors and implements with high tech electronics. We understand that to provide you with easy farming solutions. The ISOBUS Universal Terminals, IsoMatch Tellus made for easy machine control and efficient

More about ISOBUS Universal Terminals

1

2

3

iM FARMING

Visual Identity



iM FARMING SOCIAL MEDIA

For iM FARMING there are two main social media channels – Facebook and Twitter. Group Marketing & Communications together with the Marketing Coordinator for Mechatronics provides content for the international english page to ensure posts every week. You are welcome to translate these posts and share them on your own social media channels.

You also have the opportunity to send in content to the Media@kvernelandgroup.com who will then post it on the iM FARMING channels as well as the Instagram page of Vicon.

Hashtags to use on Instagram when mentioning iM FARMING products:

#iMFARMING

#PrecisionFarming

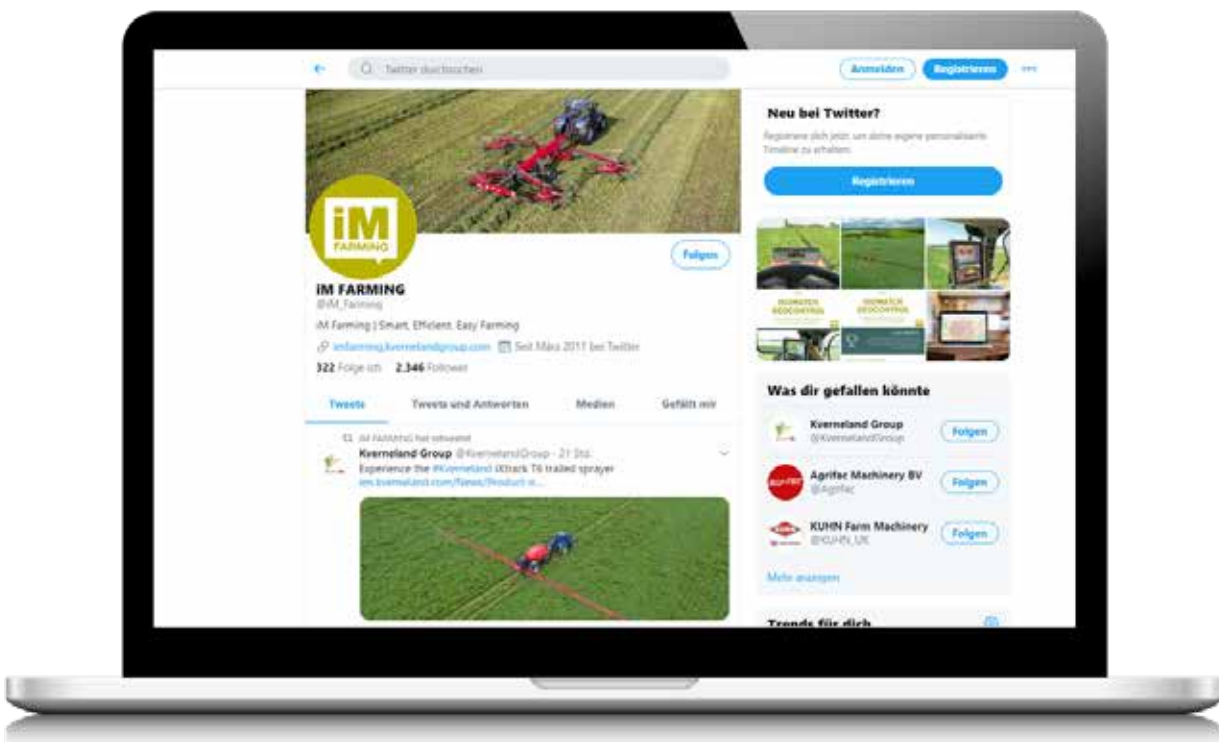
#Agritech

#IsoMatch

Facebook



Twitter



iM FARMING

Visual Identity

iM FARMING OTHER

Integrate the iM FARMING details and benefits in all communication and marketing where suitable. It is important to place the communication in connection with the product:

- Adverts
- Leaflets / Flyer
- Online Banner
- Shows
- Machine Boards
- Trainings
- Events

neu / new
FastBale

1,23 x 1,25 m	2,99 m 3,05 m 5,65 m	1.000 U/min
800 mm	25	>150 PS

DE

- Rundballen pressen Non-Stop
- 15-25 Sekunden Standzeit pro Rundballen gespart
- Massiver 800 mm Hochleistungs-Schneidrotor
- Höchste Verdichtung durch Vor- und Hauptkammer
- Hochleistungswickler mit direkter Ballenübergabe
- Netz- oder Mantelfolienbindung

EN

- Non stop baling and wrapping
- Non-stop baling saves 15-25 sec. for every bale made
- Massive 800mm high performance diameter rotor
- Higher density due to double compression (2 chambers)
- High speed vertical wrapping system with gentle release
- Net or film binding

RUS

- Безостановочное прессование и обмотка пленкой
- Беспереывное прессование сохраняет от 15 до 25 секунд на каждом рулоне
- Высокопроизводительный ротор диаметром 800 мм
- Уникальная двухкамерная конструкция позволяет производить рулоны отличного качества
- Высокоскоростная система обмотки пленкой
- Обмотка рулонов сеткой или пленкой

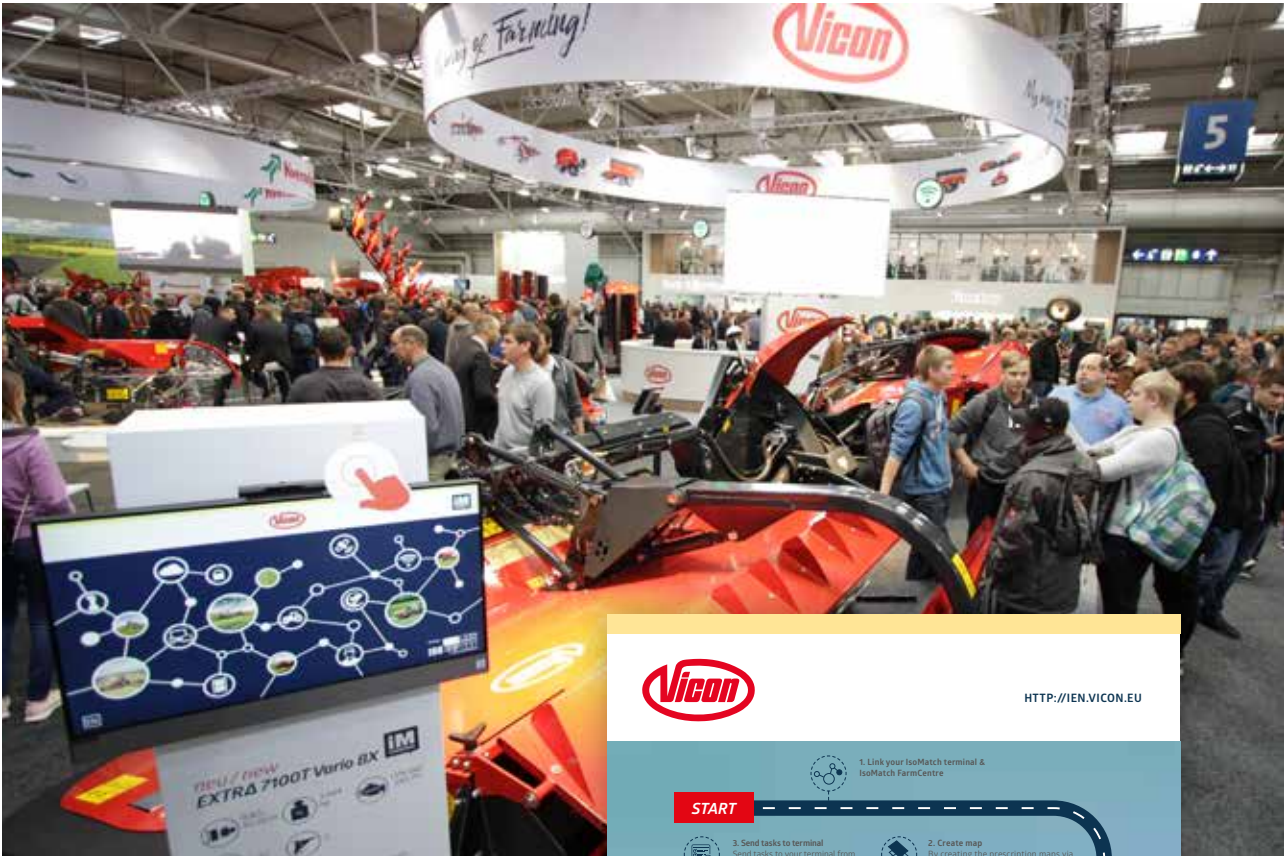
JETZT REGISTRIEREN / REGISTER NOW:
MY.VICON.EU

My way of Farming!

[HTTP://DE.VICON.EU](http://de.vicon.eu)

My way of Farming!

[HTTP://DE.VICON.EU](http://de.vicon.eu)



^ Agritechnica 2019


[HTTP://IEN.VICON.EU](http://ien.vicon.eu)

1. Link your IsoMatch terminal & IsoMatch FarmCentre
2. Create map
By creating the prescription maps via My Data Plant – an add-on tool to IsoMatch FarmCentre – you can be more efficient in precision farming.
3. Send tasks to terminal
Send tasks to your terminal from your computer, without needing to use a USB stick
4. Track implement
You can follow your implement's activity online and access historical records of movement
5. Receive alerts and warnings
To prevent downtime of your machines, alerts are shown, which gives you the possibility to schedule maintenance on time
6. Easily monitor performance
You can easily download reports to analyse the work you have done and identify opportunities for productivity improvements

START

“Smart, efficient and easy!”

“How you can benefit from IsoMATCH FarmCentre”

Empowering you with state of the art digital technology to stay connected and focused on the business of farming, wherever you are.

 *My way of Farming!*

^ Poster



My way of Farming!