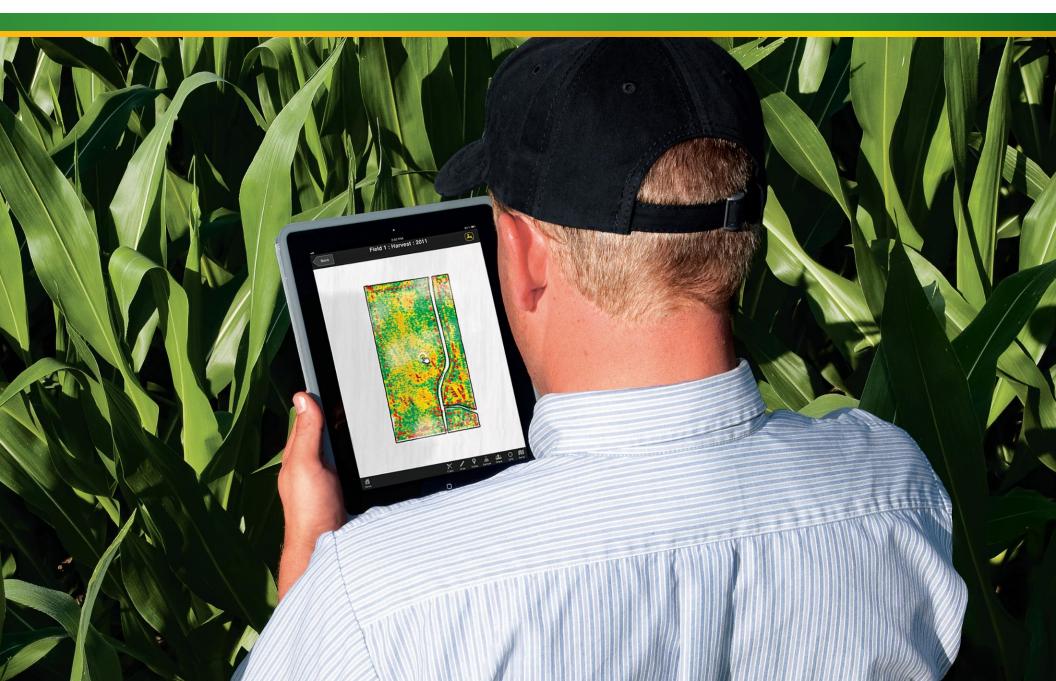
John Deere FarmSight[™] The future of farming is in your sight.





John Deere FarmSight[™]. Better farming is in your sight.

John Deere FarmSight is a complete solution for your farm. It combines your equipment and John Deere's technology offerings with customized services from your John Deere dealer.

John Deere FarmSight solutions can help you easily gather and access data about your machines and your fields. Intelligent, automated equipment brings more precision, convenience and uptime to your operation. And best of all, it is fully supported by your local John Deere dealer.

John Deere FarmSight is built around four key elements:

- Wireless communication you'll need to ensure that your machines are equipped to integrate the available technology.
- Remote support one key way to increase your uptime.
- The right hardware you'll need a GPS receiver and an enabled display in order to experience the benefits of John Deere FarmSight.
- Your John Deere dealer visit your local dealer to find out about other solutions they have to offer.

Visit www.JohnDeere.com/FarmSight to learn more.





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Wireless Communication

Get the most out of your machines, whether they're new or used, green or not. Stay informed with machine logistics, receive alerts and keep preventative-maintenance tabs on your machines with JDLink[™]. You can even see which machines are running and which are idling.

With JDLink^{*}, you can:

- Monitor machine health
- Extend life through preventative maintenance
- Simplify maintenance scheduling and documentation
- Increase uptime through alerts of potential downtime
- Document machine and operator productivity

*JDLink requires a cellular data connection to transfer information from machine to JDLink website. Consult your local John Deere Dealer for coverage availability.

JDLink Select

It's an all-makes solution — works on any unit with a 12- or 24- volt battery. It provides 24/7/365 machine hour, location and maintenance tracking. You can set the allowable operating times and days using the curfew feature. Easily draw a geofence around a machine so you can be alerted should the machine travel outside its virtual boundary. JDLink Select is available as a field-installed option.

Field 1 : Harvest : 2011

JDLink Ultimate

It does everything Select does, plus provides a comprehensive view of engine diagnostics, and adds monitoring of fuel consumption, gear selection, component pressure and temperature, and full-featured diagnostic-information retrieval. JDLink Ultimate monitors service status and advises of scheduled maintenance.

All new John Deere 7R, 8R/RT and 9R/RT Tractors, 40 Series Sprayers, S Series Combines, 7760 Cotton Pickers, and 70 Series Self-Propelled Forage Harvesters come with JDLink and one year of free JDLink Ultimate Service.

How it works

JDLink works by combining a controller that includes cellular communication with GPS capability. Machine data is collected by the controller and wirelessly transferred to a data server, where it's made available via the JDLink website. An optional satellite modem is available for areas where cellular signals are not available or reliable. JDLink will still connect via cellular connection unless a connection cannot be established. Then JDLink will switch over to satellite mode.

Stay connected on-the-go.

JDLink is accessible from iOS and Android devices There is also a mobile app for iOS and Android devices. When you download the free JDLink mobile app, monitoring and managing your machines from outside the office is easy. If you already have a JDLink account, simply log in and check your machines.



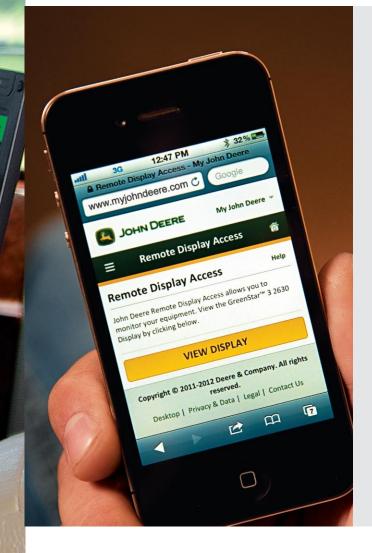
Remote Support

When soil and weather conditions are right, but a machine is stopped for a problem, it's costing you money. Increasing the amount of time that your machines and operators spend getting work done is critical.

That's how your John Deere dealer can help. By using tools like Remote Display Access* and Service ADVISOR™ Remote, your dealer can potentially save you a service call and get you running again more quickly.

*Remote Display Access uses the JDLink cellular connection to conduct the live remote session. Machine must be in an area of cellular coverage to conduct a session; subscription required.





Tools for more uptime

Remote Display Access

Remote Display Access gives you and your dealer (with your permission), the ability to view an operator's GS3 2630 Display remotely. This will save a trip to the field to help inexperienced operators, getting them back to work faster. No more guessing about which screen the operator is on, and a faster resolution to problems.

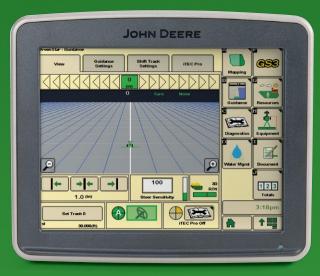
Service ADVISOR Remote

What if your dealer could warn you of problems with your machine and initiate solutions without visiting your location and charging you for a technician's travel time? That's what you get with Service ADVISOR Remote.

Your John Deere dealer can retrieve, clear and refresh diagnostic services codes. And if parts are needed to fix the problem, they can send the right ones out the first time. Using Service ADVISOR Remote, your machine can also receive select wireless software updates.

The Right Hardware

To take advantage of all the benefits that John Deere FarmSight[™] can bring to your operation, you'll want a Greenstar[™]3 2630 Display and the StarFire[™] 3000 Receiver. This hardware will ensure that you can take advantage of the full benefits of John Deere FarmSight.



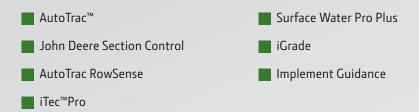


The GreenStar 3 2630 Display

Imagine having ISOBUS capability, to manage variable rate prescriptions, and increase profitability with documentation — all at your fingertips. The GreenStar 3 2630 Display can do all this and more.

Designed for integrated functionality, the GS3 2630 has an easy-to-read 10.4-inch color touch screen. Three video inputs let you monitor the activity outside the cab with externally mounted cameras. Easily transfer data via USB stick with the USB data port. Access Manager gives you the ability to lock out specific functions, so they cannot be changed by machine operators. This ensures accurate, consistent operation.

Plus, this user-friendly display allows you to run any of the John Deere precision applications, including:



And John Deere offers you the ability to upgrade all activations from the previous generation display to your GS3 2630.



StarFire 3000 Receiver

Make the most of every inch of your land. StarFire 3000 Receivers can deliver precision accuracy for tilling, planting, spraying and harvesting.

Our StarFire network provides a reliable and accurate differential correctional signal that you can depend on, year after year.

The StarFire 3000 Receiver offers two industry exclusives:

- Shared Signal allows two StarFire 3000 Receivers to share a correctional signal in dual-receiver applications. The system will use the most accurate signal for its correction.
- RTK Extend with SF2 Capability allows AutoTrac to keep functioning for up to 15 minutes with RTK accuracy without line-of-sight to the base station. When using StarFire 3000 Receivers, the machine receiver automatically goes to the SF2 signal when RTK Extend expires. This allows operators to take advantage of +/- 2-inch accuracy along tree lines or in hilly terrain. The availability of SF2 provides RTK users with the best available accuracy by lessening the impact of any given field condition. The machine will transition from RTK to RTK Extend, to SF2, and back to RTK without ever disengaging AutoTrac.



Your John Deere dealer

You know your farm isn't quite like anyone else's. Your operation's unique problems require customized solutions. And your local John Deere dealer can create solutions that are equally unique to your operation.

Your dealer is committed to helping you more efficiently capture, use, and analyze your data. Your dealer can help you turn that operational data into actionable, information-based insights that improve your productivity.

Many John Deere dealers are offering John Deere FarmSight[™] Services that are customized to address the issues farmers face in different parts of the country, based on the crops they grow and what their goals are for their operations.

In short, your dealer has the specially trained personnel with the tools, training, and most important – knowledge – to help you make business and agronomic decisions, as well as equipment purchases. Visit your John Deere dealer to learn more.



Dealers and Services



Better field preparation and planting are in your sight

Spend less time setting up your implements or trying to remember what adjustments were made last time. John Deere Implement Detection automatically populates implement and task settings. And when you're done with your tillage implement and switch to your planter, the system automatically brings up the settings made last time the planter was used.

Have an operator who needs a quick refresher course on equipment operation? Talk to your dealer about a start-up assistance plan. Your dealer can also use Remote Display Access^{*} to see what's going on in the cab.

*Remote Display Access uses the JDLink cellular connection to conduct the live remote session. Machine must be in an area of cellular coverage to conduct a session; subscription required.





Better crop care is in your sight

If you're a commercial applicator, you can keep better track of your equipment and your data with AgLogic[™]. This work order management software improves your agronomy records and field operation efficiency. AgLogic lets you easily transmit prescriptions to the field and automates work order information.

When it's time for spraying, never guess again about when conditions are right for application. Mobile Weather (available on the 40 Series Sprayers) lets you make in-cab product application decisions based on locationspecific, real-time weather data.



Better harvesting is in your sight

Harvest can be a stressful time of year. There's a lot to do and only so much time. But with John Deere, you can harvest smarter than ever. For example, with an S-Series Combine and Machine Sync, you can control the location of the tractor and grain cart from the cab for on-the-go unloading. This helps reduce wait time, operator stress, spillage, fuel consumption and even soil compaction.

Beef and dairy producers and their nutritionists can now determine corn silage nutrient quality with real-time nutrient analysis when using HarvestLab. In addition to measuring dry matter content with HarvestLab, the new Constituent Sensing capability can predict crude protein, starch and fiber (ADF/NDF). The result is higher quality silage with greater feed value and less spoilage.

And for cotton producers, Harvest Identification, Cotton, improves the traceability of cotton modules with fewer resources. Using the RFID reader on board the 7760 Cotton Picker, the system reads the RFID serial numbers embedded in the module wrap, and documents the data as the modules move from the field, to gin lot and through the ginning process.







Better farm management is in your sight

John Deere FarmSight[™]offers solutions that can help you throughout the year. Today's farming practices produce more data than ever before. However, that data is of little use to you if it's difficult to access or use to make decisions. With John Deere Mobile Farm Manager, you can access your data, no matter where you are. Define soil grids, track sample numbers and define scouting activities from your phone or tablet. You can associate notes, flags or images to specific areas in the field, and it's all compatible with John Deere's farm management software, Apex[™], which can help you make better management decisions.

And transmitting that field data is now easier than ever with Automated Crop Reporting. Automated data capture simplifies crop reporting requirements by taking the data from your precision farming systems and farm mapping software and submitting it to your John Deere crop insurance agent.



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Better access to your information with MyJohnDeere.com

To help you manage your equipment, production data and farm operations from a single website, you can simply visit MyJohnDeere.com. MyJohnDeere.com is a centralized online portal to access, view, archive and manage business information. To save time, you can use a single signon for multiple John Deere applications. And you can stay connected onthe-go — access the website from your computer or other internet-enabled device.

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