

DID YOU KNOW ?

January 2015

The tractor: new technology star

Many technological innovations now available to the general public were initially developed for the agricultural sector. Some of them can even be found on tractors used in fields across the world!

SIMA 2015, the Paris International Agribusiness Show, which will be held between 22 and 26 February 2015 at Paris Nord Villepinte, will be showcasing the **"Head High Vision" system from Agtronix, which enables tractor drivers to display on their windscreens selected data and images captured by on-board cameras.**



VTH user interface by Agtronix

The tractor is equipped with an on-board computer fitted with a pico-projector. The computer displays the information desired by the user on the tractor's windscreen. What is more, the user can also embed video coming from one or two cameras installed on the towed machine or the tractor. This enables the driver to look forward while at the same time accessing essential information.

The theme of this year's event, **"Innovation First !"**, underlines the central role played by innovation in each and every aspect of the show.

SIMA-SIMAGENA at a glance

- 1,740 exhibitors from more than 40 countries
- 248,800 visitors from 145 countries
- Over 50 forums and events
- 330 buyer delegations and key influencers in attendance

www.simaonline.com



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