

PRESS RELEASE

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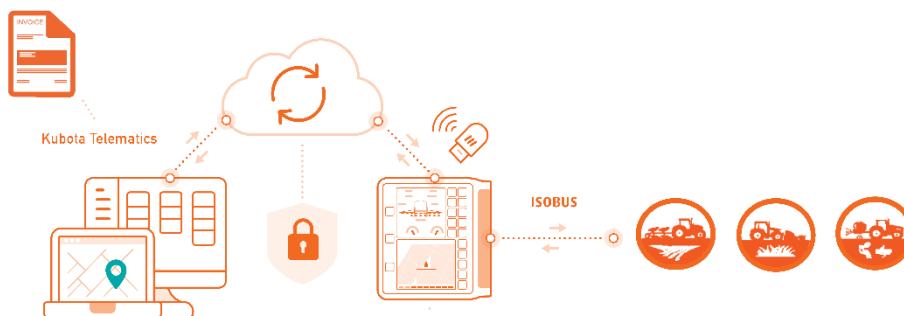
Kubota Releases New Telematics Tool during Agritechnica 2023

Kubota Corporation, a leading global provider of agricultural machinery, is proud to announce the launch of its new telematics solution, IsoMatch FarmCentre, at this year's Agritechnica trade fair. This innovative technology promises to transform the way farmers manage their operations by providing real-time data and insights that enhance efficiency, productivity, and sustainability in agriculture. With the introduction of this digital tool, Kubota reaffirms its commitment to delivering cutting-edge solutions to meet the evolving needs of the farming community worldwide.



Picture: The interface of Kubota's new telematics platform.

IsoMatch FarmCentre facilitates seamless communication with ISOBUS machines through the implement terminal, streamlining operations and ensuring precise control. With independent connectivity through a built-in SIM card 4G dongle, constant access to data is guaranteed, even in remote areas. With its real-time monitoring capabilities it ensures that every decision is based on the most up-to-date data available. This not only leads to improved crop yields and resource utilization but also reduces waste and minimizes the environmental impact of farming practices.



Picture: Kubota Telematics ecosystem.

Benefits

Kubota's telematics tool is able to send and receive tasks and alerts. Farmers can remotely assign tasks to machinery, ensuring that operations run smoothly and efficiently. Geofence alerts can be set up to notify users if the fleet is out of the desired area. This proactive approach to farm management allows for constant control over the fleet's location and activities through live tracking and detailed path recording.

The new platform doesn't stop at task management and alerts; it also provides comprehensive reporting capabilities. Users can generate detailed reports based on the data collected by the platform. These reports offer valuable insights into historical performance, helping farmers make data-driven decisions for future planning and resource allocation.

A platform for every farmer

One of the most notable features of IsoMatch FarmCentre is its user-friendly interface, designed with the diverse backgrounds of farmers in mind. Whether you're an experienced operator or new to the world of precision farming, navigating the system is intuitive and straightforward. You can access it from your mobile device or computer, allowing you to stay connected and make critical decisions wherever you are, providing peace of mind and flexibility that is invaluable in today's fast-paced world.

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About Kubota

Kubota has been a leading manufacturer of agricultural equipment, construction equipment, lawn mowers and Industrial Engines since 1890. With its global Headquarters in Osaka Japan, offices in more than 120 countries, and more than 50,000 employees in North America, Europe and Asia, Kubota had a turnover of \$20.4 billion in 2022. Although machinery equipment is its main products line, Kubota also produces a wide range of products such as city water purification systems, irrigation systems, piping systems, roof and home construction, and large underground valves.

Our Mission

Our Brand Statement, "For Earth, For Life," speaks to our commitment to the conservation of the environment while aiding the production of food and water supplies, which are vital to meet the needs of our society, as the world's population continues to grow. This mission is accomplished every time a Kubota tractor harvests the land to produce food or when our construction equipment excavates to transport water or provide shelter. For more information on Kubota, please visit www.kubota-eu.com or www.kubota.com.

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Download link to images:

Image [link](#) The interface of Kubota's new telematics platform.




Image [link](#) Kubota Telematics ecosystem.




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