



# EARLY RISER<sup>®</sup>

## PRECISION PLANTING<sup>®</sup> PARTNERSHIP





# PUTTING TOGETHER THE BEST SEASON POSSIBLE.

Producers face multiple challenges when working toward a harvest. Getting the right seed in at the right time depends on the right weather and the right equipment. Putting together a successful season means putting together a range of elements to get the best results you can.

Because we put growers first, we're dedicated to giving them industry leading and profit maximizing options to select a solution that works best for them and their operation. That's why Case IH and Precision Planting are working in partnership to put more options on the table. Allowing our customers to make choices that make sense for their unique operations.



## PARTNERS IN PRODUCTIVITY

Together, Case IH and Precision Planting, a division of The Climate Corporation, can help producers push the limits of their yield potential. That's because we're making it easy to combine the best planter row unit available with advanced precision technology, allowing each row to function like an independent planter. So every producer can assemble the planting technology package that fits, with full confidence in seamless support from the Case IH dealer network.

Case IH dealers work hard to give you the best service and support to ensure your equipment runs smoothly. By expanding their planter offering to include Precision Planting technology, Case IH dealers who sell Precision Planting products extend this commitment, assuring their already experienced technicians are fully trained and ready to support the new offerings the same way they support all Case IH equipment. This means that all customers pairing Case IH planters with Precision Planting products can count on their Case IH dealer to support every aspect of their operation: planter, tractor, tillage and harvest.

## 1255 EARLY RISER PRECISION PLANTING-READY OPTION.

All planters can have select Precision Planting products added, but for customers who want the vSet® vacuum meter and vDrive® electric drive system added to their planter, a new 1255 Early Riser planter can be purchased Precision Planting-Ready for simpler integration.



# MAXIMIZE YIELD POTENTIAL WITH PROVEN IN-FIELD PERFORMANCE.

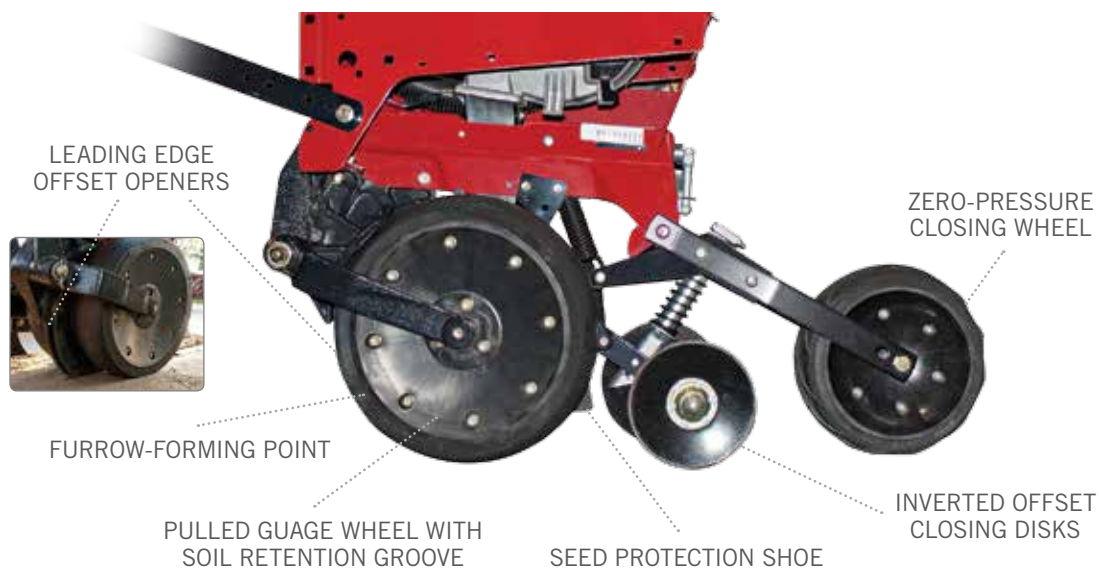


In field after field and trial after trial, the Early Riser planter has proven its in-field advantages compared to conventional row units. Growers using the Case IH Early Riser row unit can see up to three days' earlier emergence and a 6 to 7 percent Net Effective Stand advantage\* – more photocopy plants. That advantage increases to 10 percent when planting speeds reach 8 miles per hour.

Designed based on sound agronomic principles, the proven Early Riser row unit and Advanced Seed meter designs have led the industry in providing accurate and consistent depth control, good seed-to-soil contact, uniform soil pressure to the seed and in-row spacing accuracy. That can mean better stands, more uniform emergence, accurate populations, and in the end, higher yields.

\*Net Effective Stand is a measurement of yield potential calculated by deducting late emerging and poorly spaced plants that are unlikely to create a productive ear. Based on Case IH-collected data of more than 162,000 plant measurements taken on more than 20 sites in six states over four growing seasons.

## CASE IH EARLY RISER ROW UNIT



## OPTIONS TO FIT THE WAY YOU FARM

Now in partnership with Precision Planting, Case IH provides its customers with advanced planting technology choices that allow them to customize each row unit to function like an independent planter. Producers can adopt optional technologies at their own pace with support from experienced Case IH dealers.



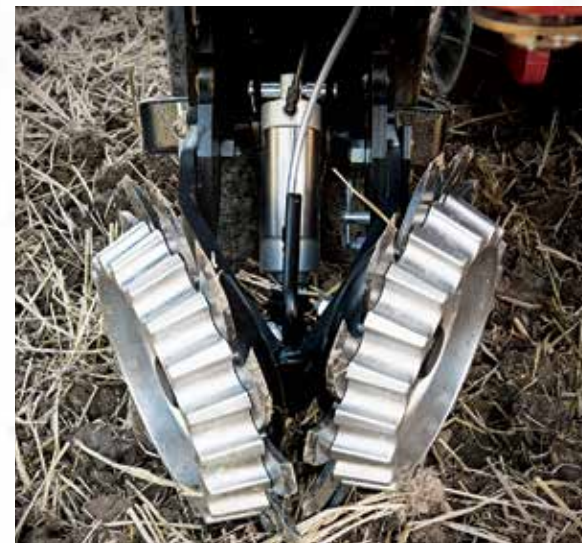
### **vSet® Meter and vDrive® Electric Drive System**

The Electric Drive vSet Meter Variable-Rate Control System mirrors the Early Riser ASM performance but with individual row control and few moving parts. Plus, instead of planting too many seeds on the inside of a curve and too few on the outside, vDrive independently maintains consistent seed population in each row.



### **DeltaForce® Hydraulic Active DownForce Control**

DeltaForce continuously monitors and automatically adjusts down pressure row by row to provide uniform depth control for higher speed planting while adapting to changing soil conditions. That helps promote early, uniform emergence for yield boosting potential.



### **CleanSweep® Dual-Action Air Cylinder**

Proper adjustment of residue managers for changing field conditions can prevent residue from being hair pinned in the seed trench or trenching from being set too deep/heavy, and can remove soil clods and root balls for better soil to seed contact – all factors which will cause late emergence and rob your yield potential. The CleanSweep dual-action air cylinder lets you set and adjust your residue managers from the cab, giving the operator control and maximizing potential yields.



# USE YOUR DATA THE WAY YOU CHOOSE.

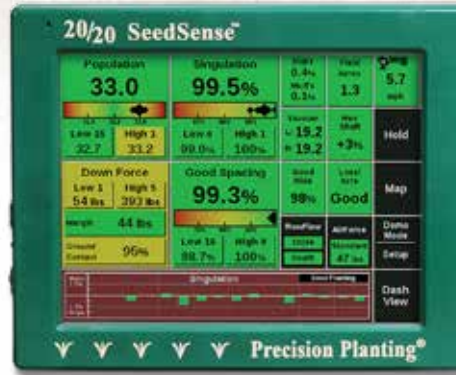
As producers look for ways to optimize their yields and return on investment, they turn more and more to data-based solutions. They do it to help streamline their management processes, to save time and manpower, and to get the most out of their investment in seed, chemical inputs and fuel. The ag equipment industry is responding with an array of products that offer clear, intuitive controls; rapid update rates; and hardware/software solutions that push agriculture to new frontiers of efficiency.





As more data is collected and transmitted, the question of data control and ownership has become an issue. Who owns the data derived from a farm's operation? Who decides who sees it, and why? For both Case IH and Precision Planting, there's no question at all: The data is owned by the producer. Keeping it private is your right as a farmer, and our responsibility as your business partner.

We are members of the Open Ag Data Alliance (OADA), an open project designed to bring interoperability, security and privacy to agricultural data. It's a central OADA policy that a grower's data never be shared or used without the owner's consent.



## 20/20 SeedSense® Planting Monitor

20/20 SeedSense is the monitor that updates you on everything you need to know about your planter's performance. Maximize your speed without compromising accuracy or ride. Control Depth and increase speeds. It's everything you need to know about your planter, in real time.



## FieldView® iPad App

FieldView offers an instant high-definition picture of planter performance. This unprecedented view allows growers to manage the planter with a complete view of planter performance. Plus, all of your field and planting data connects to 20/20 SeedSense and is stored on your tablet.

## FieldView® PLUS iPad® App

All the features of FieldView Plus you have access to all your information, anytime, everywhere. This wireless cloud-based system puts your data at your fingertips, and allows you to share it, all while your data is backed up securely and remotely.



## Data from The Climate Corporation

As the industry and customers look to solutions beyond the seed placement tools, customers with the 20/20 SeedSense monitor and FieldView app also have the ability to integrate with The Climate Corporation data platform. The Climate Corporation gives customers the ability to look at the weather and agronomic modeling to make data driven decisions and help plan their operation.

These beyond-the-iron offerings, coupled with the Case IH Early Riser planter and Precision Planting products, give customers options to maximize their yield potential as they see fit and at the pace that fits their operation.



SAFETY NEVER HURTS!<sup>™</sup> Always read the Operator's Manual before operating any equipment. Inspect equipment before using it, and be sure it is operating properly. Follow the product safety signs, and use any safety features provided. CNH Industrial America LLC reserves the right to make improvements in design and changes in specifications at any time without notice and without incurring any obligation to install them on units previously sold. Specifications, descriptions and illustrative material herein are as accurate as known at time of publication, but are subject to change without notice.

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