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## MyEasyFarm unveils a Connected Tractor for the French market

MyEasyFarm, the AgTech Cloud platform for Data aggregation and transfer with Ag machines, presents a solution on the french market to connect tractors, thanks to 2 complementary offers :

- The ISOconnect telematics box developed by OSB



The ISOconnect telematics box allows existing display tractors to be retrofitted and become connected.

ISOconnect allows ISOBUS data to be exchanged directly using GSM network or through Wifi or Bluetooth connected smartphones. No need anymore then for USB sticks to transfer data between an AgTech solution and the tractor display.

ISOconnect also embeds an ISOBUS Task controller (TC) and a Data Logger to record all geolocation and product intrans quantities.

ISOconnect is ISOBUS and agrirouter certified, supports the ISOBUS TC GEO capabilities and then can drive site specific crop modulations for the implements attached to the tractor. ISOconnect is connected to the In-cab plug.

- A partnership with ORANGE as part of the Datavenue Ready program

Orange has the ambition to become one of the key european players in IoT (Internet of Things), with the goal of doubling its revenue between 2018 and 2022 in this sector.

Orange has recently announced launching of the LTE-M network, complementary to the LoRa and that will replace the 2G/3G networks for IoT data transfers.

Orange has also recently launched its Datavenue Ready program to help partners develop their IoT offers.



MyEasyFarm becomes one of the first Orange partners in the Agriculture sector and will build solutions to exchange data in a connected way using Orange technologies.

Datavenue  
ready

More information : <https://www.orange-business.com/fr/solutions/iot-data-analytics>

Francois Thierart, MyEasyfarm co-founder, said « We are particularly proud to become one of the first Orange Datavenue ready partners in Agriculture. The LTE-M network and the Orange Live Objects platform will allow agricultural machines being connected. Data transfers between farms and machines in the fields will be facilitated for a better management and an augmented traceability. »

## Orange

Orange is one of the largest telecom operators in the world with a 41 billion euros revenue in 2017 and 150 000 employees, including 92 000 in France. Orange is also one of the worldwide leaders in serving companies with telecom applications, under the Orange Business Services brand.

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