



## Dinamica Generale and New Holland partner to develop innovation and sustainability for agribusiness

Dinamica Generale and New Holland announced their partnership at EIMA 2016 to integrate Ag. equipment with the most advanced yet reliable technology solutions for improved execution in the field. The main objective is help growers to turn data into management decisions more efficiently.

Almost for the last twenty-five years, Dinamica Generale has manufactured electronic solutions and sensors ranking as one of the largest producer in the world of NIR analyzers and weighing systems for agriculture.

The company is recognized for its high quality products, its innovation and distinguished technical expertise.

On November 9<sup>th</sup> 2016 Dinamica Generale signed a preferred partnership agreement with New Holland Agriculture to provide its NIR On Board System as an option on the FR Forage Cruiser.

“We strongly believe the use of advanced NIR sensors and specific farm management tools will dramatically improve the daily job of every farmer and grower,” Dinamica Generale CEO, Andrea Ghiraldi says.

“The use of NIR technology is growing in importance with the high cost of feed and livestock,” Ghiraldi adds. “Our NIR Sensors can be easily integrated with field-specific New Holland equipment as aftermarket installation to measure and monitor the crop’s moisture and nutrient parameters with outstanding +/-2% accuracy in real time during harvesting”

Today, Dinamica Generale designs and produces in-house load cells, indicators/scales, software and NIR analyzers for agricultural applications. Known as the leader in NIR technology development for more than 14 years, Dinamica Generale is considered a pioneer in the market.

In order to guarantee full traceability of the soil fertilization, planting and harvesting, Dinamica Generale developed its own software that is linked to several products, such as its weighing systems and NIR analyzers. The NIR technology is also utilized in many types of farm equipment such as combines, choppers, balers, feed mixers etc. in order to optimize harvesting and feed distribution to animals to reach the maximum efficiency.

The long-standing technical knowledge built up over the years has enabled Dinamica Generale to follow and implement complex and customized projects for each and every specific agricultural need.