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Topcon Agriculture unveils affordable precision technology solutions to small and medium-sized farms

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Value Line Steering solution with new automated steering system democratizes access to advanced agricultural technologies



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Topcon AgricultureÂ has launched newÂ Value Line SteeringÂ solution , designed specifically for producers using mid-sized tractors on small and medium-sized farms. The new product line represents a significant step toward making automated steering technology, typically used on larger machinery, accessible to a broader range of producers.

â??At Topcon Agriculture, we are committed to democratizing technology, putting precision agriculture in the hands of more growers around the world,â?• said Antonio Marzia, executive vice president and general manager, Topcon Agriculture.

â??With Value Line, we are opening up opportunities for producers with smaller or older machines and smaller specialty farms by boosting the value of their machinery with automated steering capabilities based on our premium steering technology, which has been proven for decades on larger equipment. It is an integrated system designed to work seamlessly with a variety of tractors, including ISOBUS-UT compliance for universal compatibility and ease of use. Our goal is to provide high-quality, reliable, affordable and value-added technology that works with a wide range of applications, machines and brands, in keeping with our philosophy of being a partner to producers and supporting their independent brand choices.â?

The Value Line Steering solution is a comprehensive package that includes a global navigation satellite system (GNSS) receiver, electric steering controller, touchscreen console and Horizon Lite software, compatible with front-steer tractors.

Producers also have the option to add local, satellite or RTK correction services, such as Topconâ??sÂ Topnet LiveÂ , which provides enhanced accuracy based on specific needs.

Automated steering enables more efficient use of resources, reducing input costs for seeds, fertilizers and fuel. This not only improves farm output, but also contributes to more sustainable farming practices. Greater precision in field operations can also improve crop productivity, further increasing profitability.

â??Producers across a range of agricultural sectors, including commodity crops, specialty crops and mixed farming systems, will see significant benefits to their operations from the technology. There is huge potential for growth in the agricultural sector, and Value Line is another step for Topcon to be a preferred partner in this dynamic landscape, promoting adoption and effective collaboration with OEMs (original equipment manufacturers) and producers,â? said Marzia.