FOR IMMEDIATE RELEASE

iCropTrak V5 Mobile Farm App At InfoAg 2014

14 July 2014 Tucson, AZ: iCropTrak will be showcasing its latest innovations at InfoAg 2014 (July 29-31 - St. Louis, Missouri). On display will be our newest version of our mobile agriculture app for soil, field, and farm management including creating multiple layer management zones using the power of the iPad without an Internet connection.

Come to booth 8 to see how iCropTrak Version 5 mobilizes farm management in new ways while keeping a consistent user experience regardless of your network connection.

On display will be the following new features and much more:

Management Zones Builder: iCropTrak is once again leading the industry by taking advantage of the iPad's significant power to perform complex calculations on the iPad instead of in the cloud. Our new Zone Builder feature can work with one or more layers of field information (like harvest, plant, spray, lab, elevation, sensor, etc.) to create new composite management zones. Zones that can be new layers in iCropTrak for sampling, scouting, prescriptions, or distributed as shapefiles to other Precision Ag systems.

Zone Correlation Tools: iCropTrak's new Correlation Tools are designed to assist our customers with determining data relevance by providing numerical, spatial, and graphical descriptions of the correlation between your Zone Builder layers so you can easily understand which ones are influencing your production and which ones are just big data getting in your way.

Rapid Scouting: So many mobile scouting tools function the same way (drop a pin – take photo – take some notes), however they are slowing farmers and consultants down and costing them money. iCropTrak took an entirely new approach to scouting with several new data entry methods that makes it possible to scout faster and with more flexibility than any other mobile tool on the market. Version 5 extends this concept to make it even faster and more flexible.

Print From App: iCropTrak is built with customizable data collection forms technology so our tool adapts to the unique way you run your operation. Keeping true to that core, the iCropTrak team has designed and implemented an equally flexible reporting technology utilizing Microsoft Office products that deliver reports in multiple formats (PDF, Word, Excel, PowerPoint, etc.). With Version 5, iCropTrak extends that reporting capability so you can now generate PDF reports, view them, attach them to features, and even print them from inside the iCropTrak mobile app. No more generic fixed reports.

To learn more about iCropTrak innovations or schedule a live web demo visit www.iCropTrak.com or email us at Contact@iCropTrak.com.

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