

PRESS RELEASE

AvMap: 5.0 Transition, Made in Italy **Electronics and Telematics for the Agriculture of the Future**

AvMap launches the new FARMNAVIGATOR Pilota automatic steering system:
Italy's response to low-cost Chinese competitors

EIMA 2024 PAD37 A23: AvMap, a leading Italian company in GPS navigation and telematics technologies, is showcasing its complete range of FARMNAVIGATOR products at EIMA 2024 (International Agricultural Machinery Exhibition) alongside an exciting new release: the FARMNAVIGATOR Pilota. This Italian-designed automatic steering system is integrated with AEF-certified FARMNAVIGATOR Virtual Terminals, and the MyFarmnavigator.com cloud platform, ensuring greater precision, efficiency, and sustainability in agriculture.

AvMap's Solution for Compact and Intuitive Automatic Steering

The FARMNAVIGATOR Pilota is a compact and lightweight solution designed to optimize costs and reduce installation time. With its inertial platform embedded in the powerful FARMNAVIGATOR All in One RTK antenna, no external control units are needed, making it ideal for small- and medium-sized farms. This system stands out for its ease of configuration: self-calibration and just a few guided steps for entering tractor dimensions make it user-friendly, even for operators with minimal experience.

A Connected and Comprehensive System for the 5.0 Transition

FARMNAVIGATOR Pilota integrates seamlessly with G7 and G12 multifunctional displays, featuring high-quality hardware and ultra-bright, anti-condensation screens. These displays offer full ISOBUS functionality and connect to MyFarmnavigator.com for real-time data synchronization and analysis, enabling farms to transition toward the future of agriculture, aligning with 5.0 Transition parameters.

Key Features and Main Benefits

- **Pilota Motor:** Compact and lightweight, the motor system weighs only 2.7 kg, with dimensions of 15.7 cm in diameter and 8 cm in height, minimizing bulk.
- **Pilota Steering Wheel:** High-quality leather steering wheel with a 40.5 cm diameter and three equidistant spokes, ensuring optimal maneuverability.

- **FARMNAVIGATOR All in One RTK:** An “all-in-one” device combining a smart antenna, controller, and telematics with a self-calibration feature upon initial use. The All in One RTK is the system’s brain, featuring a fully integrated proprietary inertial platform; its built-in 4G modem, SIM, and NTRIP client allow for RTK corrections with ± 2 cm accuracy, offering simple and immediate setup.
- **CAN Line for ISOBUS and Auto-steering:** The special ‘Pilota CAN cable’ provides an additional CANBUS port, allowing for auto-steering and ISOBUS functionalities without needing extra components.

“The FARMNAVIGATOR Pilota system was developed in Italy by AvMap, a long-term effort to provide proprietary technology to compete with low-cost Chinese products,” says Simone Lazzarini, Managing Director of AvMap. “Automatic steering is a highly precise and complex matter. By choosing FARMNAVIGATOR Pilota, our customers are opting for the reliability of a company with 30 years of experience and the peace of mind that comes with dedicated Italian customer support.” AvMap offers an all-Italian customer service based in Carrara, Tuscany, supporting users through every stage, from installation to maintenance, strengthening relationships based on trust and proximity.

AvMap: A Mission Dedicated to Innovation

Founded in 1994, AvMap has been a pioneer in GPS navigation and has invested in precision agriculture for over a decade, launching the FARMNAVIGATOR brand, now distributed worldwide. FARMNAVIGATOR’s comprehensive range includes assisted steering displays, ISOBUS terminals, smart antennas, automatic steering systems, telematics devices, and a cloud platform for synchronized data collection and analysis. FARMNAVIGATOR products integrate cutting-edge technology, often derived from other sectors where AvMap operates. AvMap’s mission is to improve safety and efficiency across mobility sectors through innovative electronics and telematics services. With over 30 years in the market, AvMap applies technological advancements across fields such as avionics, defense, automotive, leisure boating, precision agriculture, waste collection, and smart cities. AvMap also works with OEMs, designing and producing in Italy following international quality standards and the latest cybersecurity certifications.

With FARMNAVIGATOR Pilota, AvMap strengthens its commitment to precision agriculture, offering technological tools designed to support the challenges of ecological transition and the digitalization of farming enterprises.

For more information:

Website: <https://farm.avmap.it/>

Press Contact: marketing@bonart.it Chiara Viganò: +39 347 103 45077

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