

PIVOT POINT

SPECIAL EDITION

WINTER 2017



Introducing

ICON

SMART PANELS MADE EASY™

Letter from the PRESIDENT



Welcome to the future of farming.

Now, more than ever, it's an exciting time to be in the ag business. Growers like you have more options to select what's best for your operation, from what seed you plant to the way you harvest. At Valley®, our goal is to provide technology that makes irrigation management and control one of the simpler parts of your day.

We've always made growers' needs a priority. That's why we make a point to listen to customers like you, to see how we can simplify the way you irrigate, even as you gain more control.

We're proud to introduce our new Valley® ICON series of smart panels. Not only will this technology far exceed every other panel out there, but also these new control panels are actually prepared for technology that hasn't even been thought of yet.

Whether you're a person who embraces new technology or one who adapts slowly, I am confident that our ICON panels will make life easier for you. Welcome to a new age of farming technology.

LEN ADAMS
President, Global Irrigation

INTRODUCING

Valley Irrigation is pleased to announce the newest control panel technology with the launch of the ICON series of smart panels. Through extensive consultation, research and development and in-the-field test trials, the culmination of efforts has resulted in the easiest irrigation control technology to hit the market.

Life just got easier.

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Special promotional offers valid only at participating Valley dealers in U.S. and Canada.

The Valley[®] ICON Series

10

5

1

X

OF SMART PANELS



“With our release of four new control panels, growers will benefit from a very simple, intuitive interface that provides more information and control, and with more options than ever before,” explains John Campbell, Valley Irrigation Manager of Technology Advancement and Adoption. “They feature full-color touchscreen controls that are simple to operate and technology that is easily upgradable as new features become available in future years.”

Len Adams, President of Valmont[®] Global Irrigation, says the Valley team spent a vast amount of time with dealers and customers as they developed this new technology.

“We asked what features they needed, how they’d use any new technology, and what would make their daily jobs better,” Adams explains. “It’s all about what our current and future customers need when it comes to connectivity on their farms.”

“The voice of the customer is in this,” says Andy Carrit, Senior Director of IT – Valley Irrigation. “The ICON panels were designed from the ground up. Every model provides more than 15 times the computing power than anything currently available, so it’s ready for any upgrades the grower wants. Not only that, but it’s easy to use, right out of the box.”



AgSense® Enabled*

Every ICON smart panel comes equipped with AgSense® ICON Link for seamless control and monitoring through the AgSense app or desktop interface. Growers who are already using AgSense can simply expand their network and continue to view data and control their pivots remotely.

“It gives growers the ability to operate their pivots the way they want to do it,” explains Terry Schiltz, CEO of AgSense and Chief Technology Officer of Valley Irrigation. “It’s all about using technology in a way that makes sense to people who may not be technology-minded, to those who may be tech savvy. We’ve been working on giving our growers a choice and select what’s right for their operation.”

Schiltz adds, “Apple® made technology easy and accessible. We want to continue that trend in farming by making irrigation management easier and more intuitive.”

ICON panels are also compatible with BaseStation3™ telemetry technology, so growers still have options for their remote monitoring and control.

All New Edge-of-Field WiFi**

This leading-edge technology allows growers to connect to their panel in the field without having to travel to the pivot point. It provides control with any tablet or smartphone through the ICON app, available for both iOS and Android. Edge-of-Field WiFi comes standard with the Valley ICON1™ and is an optional feature with the Valley ICON10™ model.

Edge-of-Field WiFi reduces the need to install a panel remotely, because growers can access all the control of the panel from anywhere in the field, even without cellular service.

“There are some areas, especially out in the field, where cellular service is inconsistent,” says Campbell. “Edge-of-Field WiFi eliminates the issues associated with that, because the grower doesn’t have to get out of the tractor or truck to manage the pivot. Or, if he’s at the pump and wants to see what is happening with the pivot, he can manage it directly from his smartphone. As long as the grower has line of sight, control will be seamless.”



Intuitive Touchscreen Interface

Growers who prefer to go to the pivot point to control their irrigation machines will see the exact same interface they can see on their tablet or smartphone. That’s because the touchscreen interface is designed to look and act like the screen on a mobile device.

“Growers can use the touchscreen just like a tablet,” explains Director of Product Management Troy Long. “Additionally, two of the panels have soft touch buttons for simple panel navigation and control.”

MEET THE ICON SERIES

Valley ICON10 is equipped with a 10-inch, full-color touchscreen display, and works much like a tablet, right at the pivot point. It provides all the features of the previous Pro2 panel from Valley, but with more memory and speed. It is also GPS Position ready and works with Valley Variable Rate Irrigation (VRI) Speed Control and VRI Zone Control.

Valley ICON5™ features many of the same benefits as the ICON10 on a smaller, 5-inch display, and the soft touch buttons provide easy, precise control. It's made for growers who usually manage irrigation machines remotely, but still want access to information at the pivot point.

Valley ICON1 gives growers full remote touchscreen control with a remote device, so there is no need to visit the pivot point or even open the control panel to manage the machine. ICON1 is equipped with Edge-of-Field WiFi technology, enabling growers to manage and control their pivots with a tablet or smartphone remotely through the ICON app.

Valley ICONX™ easily brings any control panel – including all major pivot brand panels – into the AgSense or BaseStation3 network. It takes control of an existing panel to deliver full ICON features. It's an affordable way to upgrade and put more pivots on a single network for easier irrigation management.



VALLEY ICON¹⁰™



VALLEY ICON⁵™



VALLEY ICON¹™



VALLEY ICON^X™

	VALLEY ICON ¹⁰ ™	VALLEY ICON ⁵ ™	VALLEY ICON ¹ ™	VALLEY ICON ^X ™
Display	10-inch Color Touchscreen	5-inch Color Touchscreen + Soft Touch Buttons	Full Touchscreen Control with Remote Device	5-inch Color Touchscreen + Soft Touch Buttons
Edge-of-Field WiFi	Optional	N/A	Included	N/A
AgSense ICON Link	Included	Included	Included	Included

FIND OUT MORE!



Read on to learn more about the individual panels and the many ways irrigation management has become simpler and more convenient on practically any farm and in any situation with Valley ICON smart panels.

INTUITIVE CONTROL ON A 10-INCH SCREEN



Austin Warbington

The supremely easy, completely informative ICON10 provides the most options and the largest touchscreen in the ICON line of smart panels. The 10-inch, full color display lets operators control and monitor everything right at the pivot point – or anywhere else.

Austin Warbington from Dooly County, Ga., works a 6,500-acre farm with three generations of his family. They've been irrigating since the early 1990s and have more than 85 pivots, about 20 of which are Valley machines. Warbington was one of the first in-field testers to use an ICON10 during the last growing season.

"When Blake (of Reid Brothers Irrigation) asked me about it, I was excited to try it," says Warbington. "So far, I'm running it remotely through the ICON app with the Edge-of-Field WiFi."

Warbington's ICON10 is equipped with the optional Edge-of-Field WiFi technology, so he can monitor and control his pivot from his tablet or smartphone through the ICON app, which looks and functions exactly like the panel that's on his pivot.



Brian Johnson

"It's a real luxury to me, because I don't have to run over the crop to get to the pivot to control it," he explains. "I don't even have to get out of the truck or tractor cab. It saves me time and money."

Brian Johnson in Nebraska is using his ICON10 on a half-mile, part circle pivot with variable rate irrigation (VRI) zone control. He used the ICON10 at the pivot point this season.

"Programming it was really easy," Johnson says. "I can really see what's going on with my pivot at the screen, and I have a lot more control now. I can tell it to slow down and add more water in one area, and to speed up in another. That's been especially important with the unpredictability of water in the area."



End gun programming



VRI Speed Control programming

AgSense Enabled



Because every ICON panel comes AgSense Enabled with the AgSense ICON Link, growers have seamless control through the AgSense app or desktop interface. Both Warbington and Johnson plan to take full advantage of that next season.

Warbington says, "We have AgSense on four of our seven tower pivots now, so it will be easy to integrate this panel. We're automating the entire farm now."

Johnson says he uses AgSense to control most of his pivots as well, and he plans to add more by the start of next season, including his ICON10 panel.

"We've been using AgSense for about five years, and we add more every season," says Johnson. "With AgSense, we know exactly what our pivots are doing, and we have more control. It's been a great tool for us. It will be good to add the pivot with ICON10 to that system."

VALLEY[®] ICON¹⁰[™]



“I can really see what’s going on with my pivot at the screen, and I have a lot more control now.”

– Brian Johnson

Easy for every generation

Warbington is the youngest of three generations working on their family farm, and while he uses it the most so far, he says the ICON10 works well for all of them.

“My dad is actually better at technology than I am, and he really likes the ICON10,” he says. “My grandfather likes to work right at the panel, and he can do that well, too. It’s so easy to read and understand.”

Warbington laughs, adding, “Plus, I can check it with the phone after he’s done working on it.”

“Seriously, though, every new Valley pivot I purchase from now on will have an ICON10 on it,” Warbington says. “I’m a big fan of it.”

*Additional hardware or subscription required. ** Limitations based on field conditions.

ICON10

Key Features:

- 10-inch, full-color touchscreen display
- Intuitive user interface
- AgSense Enabled – AgSense ICON Link installed standard*
- BaseStation3 compatible*
- Variable rate irrigation (VRI) equipped
- Cable theft monitoring*
- Remote Edge-of-Field WiFi** option available through the ICON app

To find out more about the ICON10, visit

valleyICON.com/ICON10

BIG FEATURES ON A SMALLER SCREEN



Ilan Harris



Brandon Potter

The ICON5 offers big benefits, all on a 5-inch, full-color touchscreen interface at the pivot point. It includes practically all the features of the ICON10, including AgSense ICON Link, which provides remote management and control with either AgSense or BaseStation3.

Ilan Harris and his brother grow sugar beets, soybeans, canola and corn on 1,800 irrigated acres, about 30 miles east of Lethbridge in Alberta, Canada. All of the irrigation machines they own are Valley pivots, and most are equipped with Pro2 panels. So when their Valley dealer, DeLon Crapo of Oliver Irrigation, asked the Harris family to try the ICON5, they were very willing to field test it.

Although the Valley Pro2 panels control most of the Harris' machines, the modular capability of the ICON smart panel made it so easy to upgrade with their existing Valley panels.

"It was a pretty easy transition," says Harris. "I used it right at the pivot. I could program the pivot, the pump and corner machine right on the screen. It was very easy to figure out, and it saved me some trips out to the pivot."

Simple technology for everyone

Brandon Potter farms corn and soybeans with his father and brother-in-law near Wilcox, Neb. He received his ICON5 from Jeremiah Johnson at Central Valley Irrigation. His panel went on a part circle pivot, so he was glad to be able to see exactly where it stopped and started.

"The pivot goes back and forth, basically walking up to a pond on both sides," Potter explains. "My ICON5 lets me see exactly where the booster pump and end gun are set to turn on and off, so I can adjust it properly. It offers an easier, more visual way to control it."

Other than the new ICON5, Potter has all Pro2 panels, two of which he manages with AgSense. He also activated the factory installed AgSense ICON Link which made it more convenient to check the pivot from home at night.

"I have AgSense on a couple of other pivots, too, and it's nice to be able to manage from places I know I'll have service."

While he has always liked using his Pro2 panels, Potter says he wants to keep his ICON5 and replace some older panels with it, because it's so easy to use.

"It's very self explanatory," he says. "I'm not a computer guy, but I can easily use the ICON5. It's a good way to see what's happening on the screen, what the pivot is scheduled to do at a glance and make any necessary adjustments."



Michael Peterson and Jeremiah Johnson

VALLEY[®] ICON⁵[™]



“I like new technology like the ICON5. It’s a great management tool, and it makes life easier.”

– Michael Peterson

Michael Peterson farms 1,200 acres of corn and soybeans in South Central, Neb., with his father. Like the others, he started using his ICON5 with no instruction manual, and took to it right away, setting application depth, end guns and revolution time.

While he is very comfortable using new technology, Michael’s father is in his 70s and still uses a flip phone. That didn’t slow him down, though.

“My dad prefers to control our pivots right from the panel,” says Peterson, “and he was comfortable with the ICON5 and liked it right away. He went out and started using the soft touch buttons which he really liked, however, I went right to the touch screen – so it fit both of our preferences.”

Above all, the ICON5 just makes it easier to irrigate effectively, while saving growers time.

“Like most people, we’re interested in anything that can help us make money, while taking some of the burden off our shoulders,” Peterson says. “That’s why I like new technology like the ICON5. It’s a great management tool, and it makes life easier.”



Michael Peterson

ICON5

Key Features:

- 5-inch, full-color touchscreen display
- Intuitive user interface
- Soft touch buttons for feature selection and navigation
- AgSense Enabled – AgSense ICON Link installed standard*
- BaseStation3 compatible*
- Variable rate irrigation (VRI) equipped
- Cable theft monitoring*

To find out more about the ICON5, visit

valleyICON.com/ICON5

REVOLUTIONARY CONTROL IN A REMOTE DISPLAY

With the new ICON1, trips to the pivot point will be a thing of the past. While the panel itself has no display screen at the pivot, and features only three soft touch buttons – Start Forward, Stop and Start Reverse, the grower still has complete touchscreen control with a tablet or smartphone.

The ICON1 was designed for growers who want all the information and control of a smart panel, without ever having to go to the pivot point. In fact, by using a mobile device, the grower has all the same functionality of an ICON10 right at their fingertips.

With the Edge-of-Field WiFi capabilities, or by using the built-in AgSense ICON Link, growers have full access to all the information they need to manage their pivots, and an easy way to control pivots based on that information.

Scott Everidge in Dooly County, Ga., has 2,500 acres under about 40 pivots. He was the first to field test the ICON1, and he recognized the benefits right away.

“Everyone checks their phones before breakfast,” Everidge says, “so it’s not a big adjustment to check on my pivots on my smartphone first thing in the morning. It just makes my life easier.”

Vice President of Global Marketing Matt Ondrejko agrees, saying, “Technology advancement brings quality of life, higher yield output and efficiency. With ICON panels, the grower can learn one interface and be done. It’s easy to use, and everything is connected.”



Simplicity through technology

Because his pivots are centrally located over about a seven-mile radius, Everidge has generally gone to the field to manage his pivots. That’s where he found the new Edge-of-Field WiFi to be an asset. He can see what’s happening both on his phone and from his truck.

Everidge’s Valley dealer, Blake Reid, Certified Irrigation Designer from Reid Brothers Irrigation in Unadilla, Ga., explains, “Growers can be in the proximity of the field, so they can see what’s happening and do effective troubleshooting, but they don’t have to go all the way to the pivot point.”

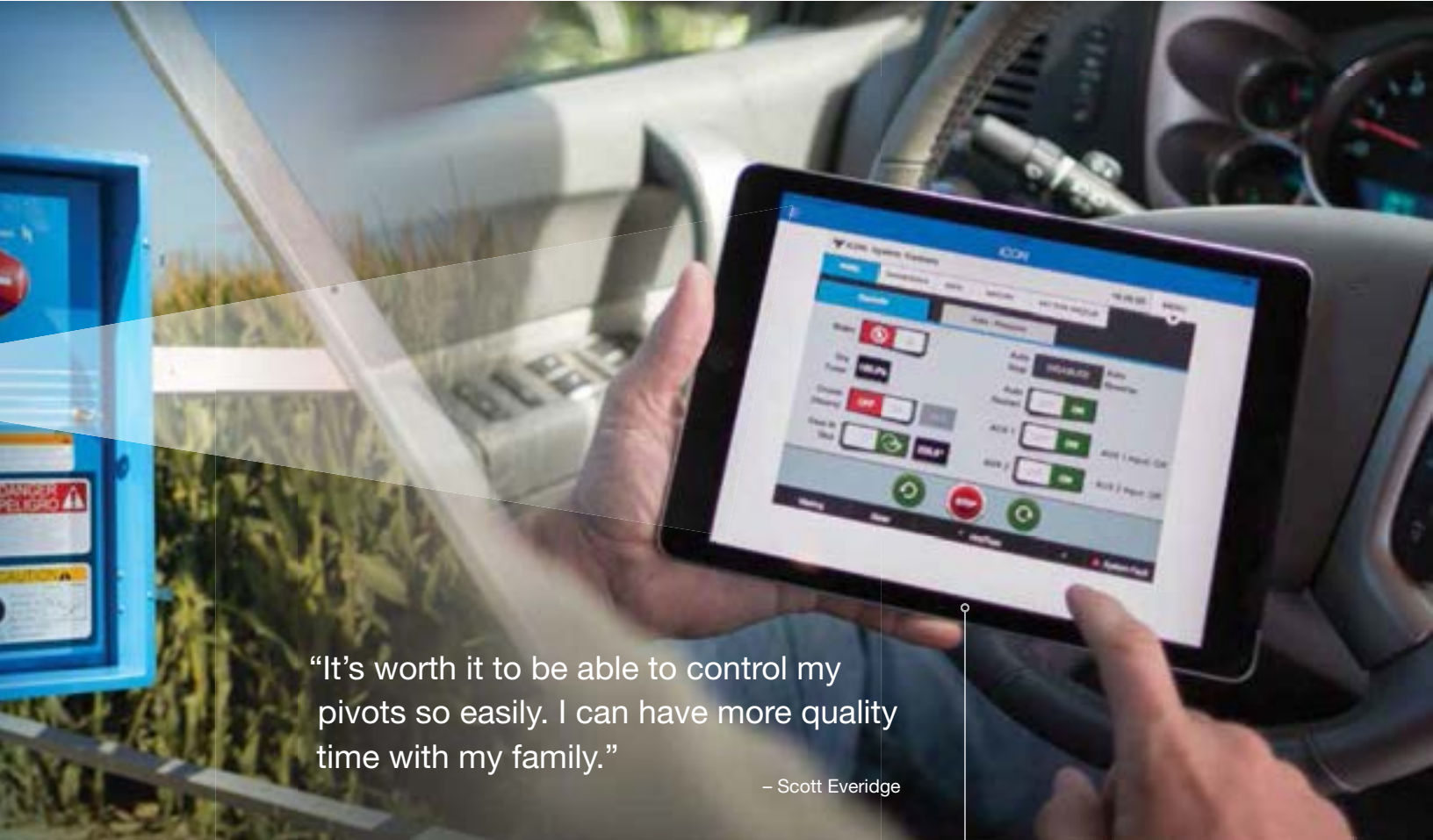
“They have all the benefits of being there, but they don’t have to leave their truck or tractor, and they don’t have to take muddy roads to get to the panel itself,” says Reid.

Reid notes that there’s no longer a need to install panels at the edge of the field or at the pump, which saves money.



Scott Everidge

VALLEY ICON¹™



“It’s worth it to be able to control my pivots so easily. I can have more quality time with my family.”

– Scott Everidge

ICON1

Key Features:

- Remote access interface via Edge-of-Field WiFi**
 - No cell service or internet required
- Wireless display through tablet or smartphone
- ICON app available on the App Store and Google Play
- Cable theft monitoring*



To find out more about the ICON1, visit

valleyICON.com/ICON1

“In the past, we were trenching in wire to the edge of the field in order to install our panels,” he says. “Now we can leave the panel at the pivot, but still control it from the edge of the field. It saves money on installation and wire, and can reduce exposure to lightning damage.”

Everidge adds, “There’s a definite benefit to the ICON1 for people who want to be in the field while controlling their pivots, but don’t want to go all the way to the pivot point.”

Improving quality of life

Everidge says another advantage of the ICON1 is the added time he can spend with his family.

“It’s worth a lot to be able to control my pivots so easily,” he says. “I can have more quality time with my family when I don’t have to be out in the field at the pivot point. That’s something my father didn’t have, and I value it immensely.”

*Additional hardware or subscription required. ** Limitations based on field conditions.

GET EVERY PIVOT ON ONE NETWORK



Brian Petersen

Growers with multiple pivot brands often have to deal with multiple control panels. That can lead to frustration and wasted time.

The Valley ICONX can change all that.

The ICONX gives growers the ability to bring pivots of every brand into the AgSense or BaseStation3 network for full remote control and management capabilities, but without the cost of a full panel upgrade.

It works by taking control of any existing pivot panel using that panel's circuits. It's compatible with all major pivot and panel brands, so growers can gain complete and simple control from one interface.

Saving time and gaining control

Brian Petersen grows corn, soybeans and specialty crops with his brother, nephew and son outside of Minden, Neb. They own Valley pivots, but they also have purchased, inherited and rented land that lies under other brand pivots.

Petersen's land is spread out over 30 miles. During the 2016 growing season, his Valley dealer, Central Valley Irrigation, installed an ICONX on one of his more remote Reinke pivots. His old panel was very basic, with on/off and forward/reverse controls at the panel. The ICONX used the existing panel to deliver full ICON controls at the pivot point and remote pivot control through the AgSense ICON Link.

Petersen had never worked with any sort of telemetry before installing the AgSense Enabled ICONX. He says that programming and monitoring from his phone opened up a whole new world.

"I can play with it and program it, even change the end guns from the road, so I can see exactly where they're turning on and off," Petersen explains. "I also know exactly what's going on in the field, without having to drive out to the field twice a day."

By monitoring from his phone, Petersen says he can plan better and save on mileage as well. He can check things out first thing in the morning, and be alerted 24 hours a day if anything is happening at the pivot.

"I could never justify the cost of an AgSense subscription until I tried it. Now, I find if I can cut my trips out to those fields in half, that will easily pay for the cost of the subscription," he says. "That's not including all the time I can spend on other, more productive things, and spending time with my family. I see the value in it now."





“I’ll save a trip a day to all of the fields with an ICON panel on the pivot.”

– Brian Petersen

Future plans

Petersen’s ICONX was installed after fertilizing season last year, but Petersen plans to control both his well pump and fertilizer pump from his phone in the upcoming growing season.

He also plans to add ICONX panels to at least six pivots of other brands this year, and upgrade two of his older Valley panels to ICON10 smart panels.

“If we can have an ICONX on more of our pivots, we can get consistency, which would be great,” he explains “It could be a real advantage for us. I’m planning to experiment with variable rate irrigation and fertigation, and I’ll still save a trip a day to all of the fields with an ICON panel on the pivot.”

“I can’t express enough how good the ICON panels are. It’s just so easy to use them.”

*Additional hardware or subscription required.

ICONX

Key Features:

- Compatible with all major pivot brands
- Uses power and control circuits in the host panel and transfers control to the ICONX
- Full ICON control right at the pivot
- Intuitive user interface
- 5-inch, full-color touchscreen display
- AgSense Enabled – AgSense ICON Link installed standard*
- BaseStation3 compatible*
- Cable theft monitoring*

To find out more about the ICONX, visit

valleyICON.com/ICONX

AGSENSE[®] ICON LINK[™]



**GET FULL PIVOT CONTROL
FROM ANYWHERE**

AgSense ICON Link is a new remote management module exclusively designed for Valley ICON smart panels. It provides full remote programming of control panel functions and monitoring of center pivot operations via the AgSense mobile app or through BaseStation3. Every ICON panel comes out of the box with ICON Link ready to be activated. With a robust feature set, ICON Link is the key to unlock the full potential of Valley ICON smart panels from anywhere in the world.*



MONITOR

Access real-time status of your pivot and other inputs.



CONTROL

Control your irrigation machine from your mobile device or desktop.



REPORT

Learn from your past with historical data in easy to read, customizable formats.

Get a **60 day
Risk-free Trial**
of **AgSense
ICON Link**

Valid with any **Valley ICON
smart panel** purchase.**



AgSense app available on the App Store and Google Play

You Could Be **1** of **3**

Lucky Winners

Be one of three winners in our ICON Giveaway and pick your panel! Whether you select Valley ICON10, Valley ICON5, Valley ICON1 or Valley ICONX, there is a panel for every type of operation. Touchscreen interface, AgSense technology, Edge-of-Field WiFi... they're the ultimate Smart Panels Made Easy.™

Enter today at valleyICON.com/Giveaway or fill out and return the card below.

ICON

GIVEAWAY



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of your Valley dealer.



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Buy a new Valley machine by March 17, 2017, and receive

\$2,000

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— OR —

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for ICON10, ICON5, ICON1 and AutoPilot
(for Linears) panels only

**Low-rate Finance
Packages Available.**

See your local Valley dealer for details
and finance package options.

*Buyer has the choice of one of the following offers: Instant \$2,000 Cash Rebate offer applies to the purchase of any 5000, 7000 or 8000 series machines with three drive units or more and includes a pivot point, control panel and sprinkler package; or, \$2,500 Control Technology Rebate applies if an ICON10, ICON5, ICON1 or AutoPilot panel is added at the time of the machine purchase and includes a pivot point or linear cart and sprinkler package. Offers end March 17, 2017.