

# **A Manufacturer's Perspective on Commercialising Technologies**

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## **INTRODUCTION**

What is the next stage in technology for the farming community? We all know what we have now, what is available to us today and what will be available shortly, but have you thought about what will be available in 5 or 10 years? Where is technology taking us and what should we expect?

Machinery manufacturers have already had to think about this, as this it takes 5 to 10 years to take in idea through the development phase and make it available to customers. Unfortunately it is not as easy as thinking of a great new idea or technology, and then implementing it onto machines tomorrow. It is just not that simple.

Identifying what to create for future products is the hardest question in developing new products and services. We all know how to build things, but we need to be able to decide what to build. It is easy to follow the technical opportunities that come along and hope that technology we create will find a market need. However this is high stakes gambling. This can produce innovative products, but many more great new technologies don't go anywhere, and end up wasting precious research and development dollars.

A much better approach is a user-centered process, not a technology-centered one. This starts from an understanding of users and finding a technology to serve them, rather than the other way round.

## **CASE STUDIES – HOW LONG EXISTING TECHNOLOGIES HAVE TAKEN TO GET TO THE MARKET AND WHERE DID THEY COME FROM.**

Existing technologies have not just been thought up and added overnight. They have taken extended periods to go from a thought to actually a purchasable item. Here is an example of some. More detail to be shown in the presentation.

Vario Transmission – First developed in 1970, not put into production until 1996 due to restraints in technology to run the transmission efficiently in machinery.

Challenger Rubber Track Tractors – first development began in the late 1970's and included articulated wheel tractors, resulted in release of the Challenger 65 in 1986.

Beeline - hands free steering of Ag machinery first tried in 1994, not developed commercially until 1998

Fieldstar Yield Mapping – first modern yield map produced in 1985, not made commercially viable until 1996.

## **WHAT ARE THE NEXT STAGES OF TECHNOLOGY WE ARE WORKING ON?**

Here is a taste of some of the future technologies we see as important to the growth of Agriculture. These will be elaborated on and added to during the presentation. This is obviously sensitive information and not all our projects can be explained.

- Heads up virtual display
- Telemetry
- Alternative Power for machinery
- Machinery that does not require operators.