

Hungen, November 3rd, 2023

## **PRESS RELEASE**

### **New range of highly versatile ISOBUS terminals**

Reichhardt and CrossControl collaborates for more customer benefit

**Hungen, Germany and Alfta, Sweden: Reichhardt GmbH Steuerungstechnik, a pioneer in precision farming and ISOBUS automation solutions, are launching a full range of terminals with a wide set of ISOBUS features. The new terminals are based on display products from CrossControl, a leading supplier of display & on-board computing platforms for Off-Highway machinery.**

The new SMART COMMAND terminal range will include standard offerings with a full range of ISOBUS features, such as Universal Terminal, Task Controller, Section Control as well as Variable Rate control. The feature set also includes Reichhardt's AEF-certified autosteering solution as an option and the platform supports integrating additional customer specific features.

The standard terminal range is based on the CrossControl product platform with display sizes 7", 10" and 12". This product platform is characterized by high graphics performance, achieved by fully leveraging the hardware acceleration resources available in the i.MX 8X family of application processors. In the SMART COMMAND terminals, this translates to a very responsive user interface.

A unique feature with the SMART COMMAND terminal range is the option for OEM and System Suppliers to freely deploy additional, non-ISOBUS, functionality to a terminal, for example video monitoring, instrumentation, vehicle settings, or e-manuals. This functionality is realized based on the CrossControl open software platform, which supports a variety of toolchains including Qt, CODESYS or HTML5.

Both the Reichhardt ISOBUS software platform and the CrossControl product platform are proven in use individually and now come together to create an integrated, full range of terminals. Due to the unique combination of both technology platforms, the speed of innovation will be significantly accelerated.

*“The CrossControl product platform is ideally suited as a base for our SMART COMMAND terminal offering”,* says Andreas Reichhardt, Owner and Chairman of Reichhardt GmbH Steuerungstechnik and continues:

*“The collaboration with CrossControl is very effective. My team can focus on system functionality and don't need to worry about hardware aspects. Together with CrossControl we form a trustworthy and solid source for ISOBUS and Smart farming terminals in the agricultural community.”*

Mats Kjellberg, Market Development Director at CrossControl, comments:

*“In this collaboration we have been impressed by Reichhardt's deep understanding of practical field work and passion for the farmers reality. It is very exciting to see this knowledge packaged into the new terminal range. The innovative technologies and solutions are now being introduced into operational practice and offered to other interested cooperation partners. I think that the open platform approach and the new independent source of terminals that is manifested in the SmartCommand terminal range addresses some key limitations found in earlier terminal offerings in the industry”.*

The new ISOBUS Terminal range will be showcased at AGRITECHNICA 2023, November 12-18th, Hannover, Germany. Visit Reichhardt at stand A09, Hall 8 for a hands-on experience of the new terminal range. Visit CrossControl at stand J38, Hall 15 for an in-depth presentation of the product platform.

**Press contact:**

Reichhardt GmbH Steuerungstechnik, Hofgut Ringelshausen, 35410 Hungen  
Andrea Reichhardt, Mag. (FH), Marketing, Phone: +49(0)6043/9645-15,  
andrea.reichhardt@reichhardt.com, www.reichhardt.com

**Reichhardt at a glance**

*REICHHARDT has been developing and producing innovative electronic solutions for agricultural machinery, the construction machinery industry and the municipal sector for more than 35 years.*

*The company is known to farmers and contractors as a smart farming partner for automated driving with the highest precision in vehicles and implements, as well as for the provision of RTK signals via an innovative cluster solution (RTK CLUE). Due to the ISOBUS compatibility of the products, as well as the possibility to upgrade the vehicle pool to Agriculture 4.0 in a sustainable and cost-efficient way, Reichhardt is the suitable partner for any farm size. Reichhardt's U.S. sales subsidiary serves North and South America, as well as Australia. At its three locations, the Reichhardt Group employs around 120 people.*

#### **About CrossControl**

*CrossControl provides powerful display and on-board computing platforms for making industrial vehicles and machines smarter, safer and more productive. Through operational excellence and engineering expertise, we are a trusted partner for OEMs and system suppliers across the world.*

Picture:



**Reichhardt\_10Zoll\_SMART COMMAND-Terminal.png**

Reichhardt is launching a full range of terminals with a wide set of ISOBUS features.