

At John Deere, it's how we look at things that sets us apart.



This advanced communications concept may someday very well be as common as a radio in John Deere tractors. Think about it. While the tractor is accurately steering and guiding itself down the field, you'll be able to check the weather, access markets, trade commodities, send-and-receive electronic files, analyze field data, and monitor machinery. And, providing you have time, catch a satellite broadcast of a live game or two. It's another example of how we are pioneering technology in the right directions to help make you more productive, more informed, more profitable than ever before. Yes, we look at things differently. Someday, you will too.



JOHN DEERE

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