

## PRESS RELEASE

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### **RAUCH advances digital independence in agriculture – FieldEngine ushers in the next generation of software**

At Agritechnica 2025, RAUCH Landmaschinenfabrik GmbH will impressively demonstrate its commitment to innovation: Together with renowned manufacturers KRONE, Zunhammer and NEXAT, RAUCH is launching the new FieldEngine farm management system. This independent, cross-manufacturer software platform is a clear contrast to the proprietary solutions offered by individual companies – and underlines RAUCH's spirit of innovation and practical approach to the digitalisation of modern agricultural technology.

FieldEngine is based on a proven previous system, which has been significantly enhanced by RAUCH and its consortium partners through their in-depth agronomic and mechanical engineering expertise. The system addresses all core processes of farm management, from land and machine management to the creation and allocation of application maps and complete documentation.

Thanks to its support for established standards such as ISOXML and the agrirouter platform, FieldEngine enables a wide range of machine compatibility – a decisive advantage for mixed fleet operators who do not want to be limited to a single manufacturer. The software thus lays the foundation for true interoperability in Agriculture 4.0.

The market-ready platform is currently being introduced in close cooperation with pilot companies. The first expansion stage is aimed at agricultural businesses in German-speaking countries (Germany, Austria, Switzerland) that place great value on practical solutions and well-designed machine integration. A gradual international expansion is already being planned.

As a specialist in fertiliser technology, RAUCH brings decades of know-how in precision farming to the development of FieldEngine. The focus is not only on machine integration, but also on the seamless interaction between digital planning and physical application. For RAUCH, innovation means not only technological excellence, but also independence, openness and real added value for practical use. Networking with other machine manufacturers, as well as partners from upstream and downstream sectors, is a key focus here and offers clear advantages for the end user of the system.

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A family company, RAUCH was founded in 1921 and today is an internationally active manufacturer of agricultural and municipal services technology. The headquarters of the company are located in Rheinmünster near Baden-Baden. RAUCH develops and builds high-quality machines for fertiliser spreading and spreading technology for municipal winter services. In addition, RAUCH is an original equipment manufacturer of seed drill technology components. In the 2024/2025 financial year, a turnover of 92 million euros was achieved with 426 employees. Around 78 percent of the products manufactured are exported.

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