



EncircaSM View

Real-Life Decisions in Real Time.

Introducing EncircaSM View

EncircaSM View is a free mobile-enabled information hub offering organized crop observations and notes, and an industry first – Community View – providing real-time aggregated insight into crop conditions and soil moisture ratings. Upgrade to fee-based EncircaSM View *Premium* for field-by-field weather **powered by individual** weather stations and commodity market news and insight.

Start every day with the information that matters...

My View makes it easy to record, organize, and share crop observations. Using a convenient mobile app, notes are automatically geo-referenced, so you can pinpoint improvements and layer information field by field. My View can toggle between years to see historical trends, helping support informed decisions year to year.

Community View provides real-time information on crop conditions, growth stages, and soil moisture updated daily by thousands of people literally **in** the field.

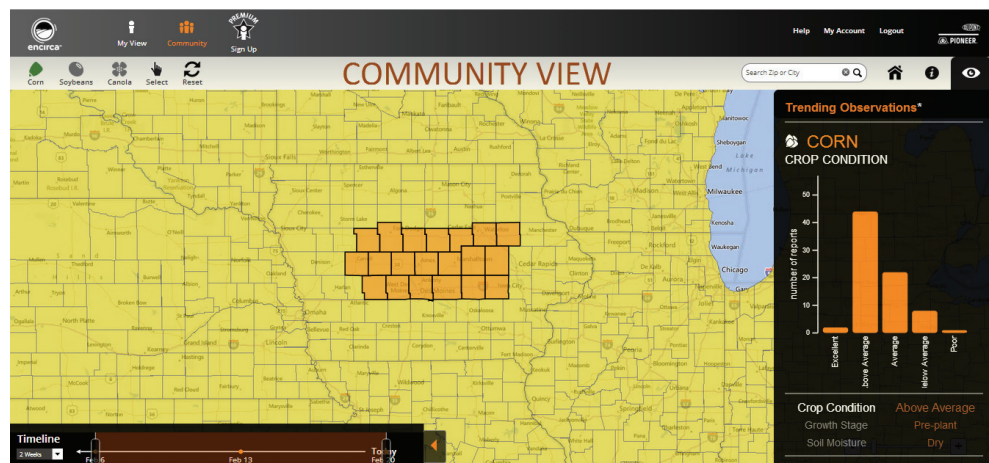
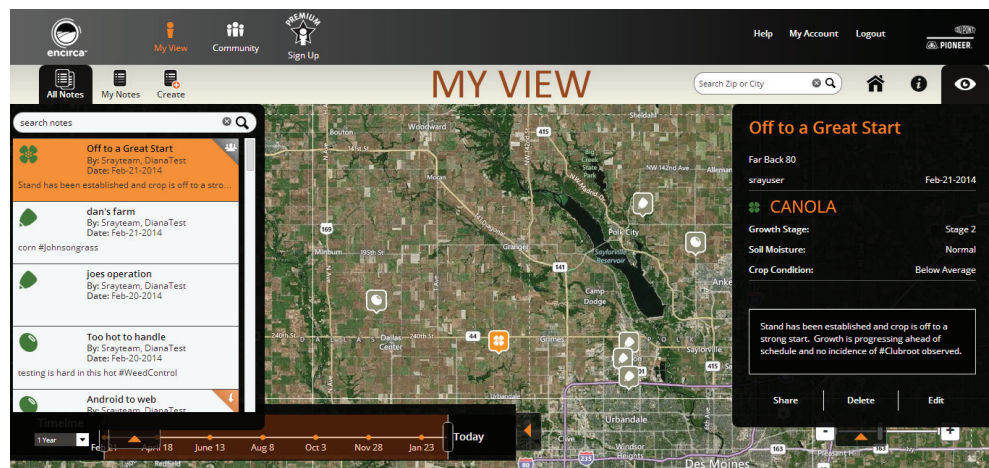
Creating your free EncircaSM View account is easy!

1. Download the EncircaSM View app or visit encirca.pioneer.com
2. Create a free EncircaSM View account



Upgrade to **EncircaSM View Premium** for industry-leading weather forecasts, market news and analysis, and your own weather station, powered by DTN/The Progressive Farmer.

(See reverse side to learn more!)



Upgrade your account to EncircaSM View Premium!

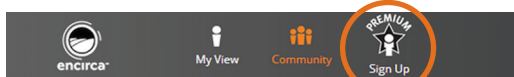


Feature	Value
Geo-located crop scouting app	Organize and share notes to inform better decisions
Community View – crop and soil moisture conditions	Real-time crop condition intelligence for better marketing decisions
Ag's largest and most decorated newsroom – exclusive direct access	Filters for news that matters, interact with experts, and save time
DTN Six Factors [®] Market Strategies with direct recommendations and automated alerts	DTN/ <i>The Progressive Farmer</i> does the homework for you – compare to advisory services at thousands \$/year
Best real-time, local commodity market info (30,000 cash bids) with market alerts	Find and act on the best local selling opportunities more often
Local fuel prices and a fertilizer price index with customized alerts	Market knowledge to save on key crop inputs
Precise, field-by-field weather forecasts (PrecipTimer [®] , DTN WindMonitor [®] , customized alerts)	Plan and schedule work more effectively
An individual weather station plus access to the exclusive Encirca weather station network	Hyper-accurate, more reliable weather forecasts and crop models
Proven support from trusted ag companies (DuPont Pioneer and DTN/ <i>The Progressive Farmer</i>)	In-field professional service technicians and experienced support on call

COST | \$150 / mo (wireless) or \$165 / mo (cellular) Plus a one-time \$449 fee that covers installation, shipping, and annual maintenance.

How do I upgrade to EncircaSM View Premium?

1. Once logged into the EncircaSM View website, click on the EncircaView Premium button.



2. Complete the sign up form along with your billing information. A service representative will follow up to customize your account and schedule your weather station installation.



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