



**FARB GUIDANCE  
SYSTEMS**

# 2016 MEDIA KIT



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*"We've changed the world of farming ... for all the right reasons."*

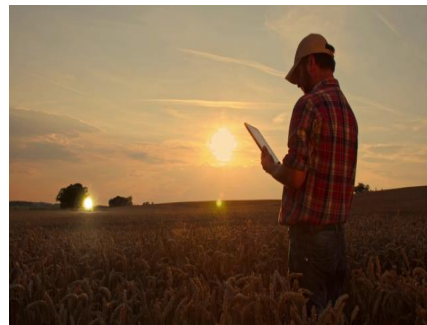
**Dave Farb**  
**President/Founder**  
**Farb Guidance Systems**

*“Feeding the Future”*



**FARB GUIDANCE  
SYSTEMS**

**2016 MEDIA KIT  
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## EXECUTIVE SUMMARY



### Company Summary

Farb Guidance Systems, (FGS) was formed with the purpose of developing, manufacturing, and marketing the next generation of machine guidance technology for agriculture (and beyond) that allows farmers to guide and control their fields from anywhere in the world. The technology will increase production and profits, decrease accidents, and help develop regions of the planet that are un-farmable today.

### Management Team

Owner Dave Farb brings 25 years of software systems, machinery, and a life-long farming background to the FARB team. Brandon Smith specializes in start-ups, management, and exit strategies within diverse industries. John Bruce is a second generation farmer who has an extensive career in sales and marketing. Clinton Arnold is a third generation farmer with a strong background in systems development, business management, and manufacturing.

### Products & Services

FGS technology - which has hardware and software components - transforms farming equipment by removing the driver from the equipment. With the ability to remotely farm their land, farmers will realize a number of advantages that include flexibility with the size of their equipment, a higher level of productivity, precision, overall ROI...and new found freedom.

## **Business Model**

FGS has developed a unique product with a targeted strategy that is nimble and designed to deliver maximum benefits for its customers. Parallel to that focus are long term service and product strategies that include additional advancements to enhance the benefits for its customers. The financial gains for the customer, paired with the company's commitment to advancing agricultural technology, have FGS strongly positioned for sustainable growth.

## **Competitive Advantage**

The Farb Guidance System (FGS) gives farmers freedom to monitor their land and farm the land the way they want, from wherever they want, through proprietary technology. With this technology, farmers realize a number of unsurpassed leading edge advantages that will increase production and profits, decrease accidents, and help to develop vast regions of the planet that were previously un-farmable.

## **For More Information**

Please visit [www.FarbGS.com](http://www.FarbGS.com) or call Lee Koch, Chief Marketing Officer, at 775 846 5444.

**FARB GUIDANCE SYSTEMS**  
**Reinventing. Reenergizing. Really Cool Stuff.**



## CORPORATE OVERVIEW



Farb Guidance Systems, Inc. was formed in 2012 with the purpose of developing, manufacturing, and marketing the next generation of machine guidance technology for agriculture: agricultural machinery that drives itself.

With this innovation where no driver is needed, Farb Guidance Systems allows farmers to regain their independence, gives farmers the tools they need to attain greater yields from their land, and to farm safely, around the clock, from anywhere in the world with the most advanced technology available on the market today.

Focusing on innovation, sustainability, philanthropy, and freedom of choice, the Farb Guidance team aims to steward our natural resources to retain our farms, increase production and profits, and eventually explore and develop vast regions of the planet that were previously un-farmable. Through this advanced autonomous technology, and through its humanitarian focus, Farb Guidance Systems will be feeding the future - throughout the world.

As the Food and Agricultural Organization of the United Nations continues to see global demand for agricultural products, Farb Guidance Systems is fulfilling a greater need for agricultural advancements in North America, throughout Europe, as well as in emergent nations.

Managed by seasoned business professionals with extensive backgrounds in business, engineering, software design, agriculture, and marketing, the Farb Guidance Systems' team is dedicated to the success of the company and to maximizing the investment performance of the assets to be developed.

In short, the company's inventions and their commitment to the purpose behind them, will change the world of farming as most know it today; and for all of the right reasons.



**DAVE FARB**  
**President/Founder**

An innovator in a general sense is a person who is one of the first to introduce into reality something better than before - that opens up a new arena for others to achieve. Dave Farb not only has filled that role in his life, he continues to exemplify the definition for reasons that most could never imagine or achieve.

Dave was raised in Northern Illinois on his family's grain farm which he farmed and operated throughout high school. Although he did not know it at the time, the dedication that he and family had to feed their family, and future families, was a turning point that has evolved into an historic path in the agricultural business.

Throughout his budding career, Dave remained committed to the industry as a grain truck operator and machine tool engineer and designer at some of the industry's most reputable companies. Due to his many accomplishments, Dave was recruited by Ingersoll Milling Machine where he became involved with and was enlightened by computer aided design (CAD) and engineering software.

Overtime, Dave co-created a software program that designed an intricate machine for the tool industry. The software designed and produced drawings in fifteen seconds, a remarkable improvement compared to the eight hour by-hand process. It was a landmark innovation that changed the word of computer aided design.

Today, as President and Founder of Farb Guidance Systems, Dave continues his family's mission to feed the future through his extraordinary passion and forward-thinking innovations.



**CLINTON ARNOLD**  
**Vice President**

From the moment Clinton Arnold stepped into the business world, and from every moment thereafter, Clinton has maintained the mindset that if we cannot be the best at something, it doesn't fit our culture, and if we cannot be profitable, then we don't do it.

It's a philosophy that is, and will continue to be, 'home grown' as a generational farmer and accomplished businessman.

Clinton Arnold has been involved in agriculture, on every level, for his entire life. He grew up on a potato and grain family farm in Idaho where he learned at an early age the value of hard work and the "Law of the Harvest." Since then, he has amassed a considerable breadth and depth of experience across a wide spectrum of the industry's sectors.

Clinton has worked for a large 6,000-acre potato operation as the manager of the seed crop, seed sorting, equipment maintenance, and equipment operator. He then held the role of parts and service manager for a large potato and irrigation operation in Southeastern Idaho where he grows the parts division from \$150,000 to 1 million in annual sales in 3 years.

Clinton continued working in sales and management in the agricultural industry until he started his own company which provided payroll and HR services to agricultural based businesses and farmers until selling in 2005. Years later, Arnold returned to a large equipment manufacturer as the General Manager. Under his leadership the companies grew by 50 %.

Throughout his career, Clinton has cultivated and invested his passion for farming into a successful path in the agricultural business. Today, as a Vice President of Farb Guidance Systems, he has the innate opportunity to fuse his passion for the land with his business experience and philosophy into an innovative and thriving operation.



**JOHN BRUCE**  
Vice President

With a business acumen to lead companies to become their best by promoting "honest environments that are solution-oriented", John Bruce has shaped a path of successful business stories throughout his accomplished career.

His level of integrity and dedication to the diversity of companies with whom he has worked was instilled at a very young age while he worked on his family's seed potato farm in Post Falls, Idaho.

Since then, John has achieved some of the business industry's highest accolades and awards for his innate ability to fuse a passionate approach to business with a sharp and sophisticated understanding of sales, marketing and finance.

Throughout his accomplished career to date, he has been strategically involved in a variety of companies where he has managed retail operations into high profit and success, consulted business owners, overseen executive sales, managed major accounts, worked in payroll, and was a vice president of sales and marketing in finance before he founded his own company assisting small businesses with growth and brand recognition.

John continues to ground his management style and business operations with honesty and integrity. He believes in treating customers professionally ... always delivering what was promised, and never making empty claims.

He is currently a partner with Farb Guidance Systems where he plays a lead role as Vice President with a focus on corporate strategy, sales and marketing. Few corporate strategists with knowledge of marketing and sales also have backgrounds in agriculture - which makes John a valuable asset to the FARB Guidance Systems team.





**BRANDON SMITH**  
**Vice President**

Brandon Smith has a dynamic management style and business background which enhances the leadership and innovation he brings to Farb Guidance Systems.

Throughout his career, he has championed opportunities to work with some of the nation's more challenging operations to help them meet and exceed their financial goals.

From working in post-production for New Line Cinema, where he organized teams on feature films, to owning a business consulting firm specializing in utilizing the skills of extremely high IQ individuals to solve challenges, Brandon brings presence, focus, and direction to the workplace.

His extensive career includes experience in strategic market analysis, financial planning product and project development, national product launches, team management and investment procurement.

Brandon also has over twenty years' experience with technology companies where he has led production teams in developing and commercializing aerospace products as liaison to NASA, the U.S. Army and private sectors. He has also recruited engineering teams, strategized and planned for all new products, and secured a large research and development endorsement from the U.S. Army.

He further worked as the director of marketing for Adaptyne Technologies, where within a year he was promoted to President and CEO, before the company sold in 2013.

Brandon is also an educator and thoroughly enjoys every opportunity to mentor the next generation in 'soft skill' business instruction that includes a variety of business, marketing, advertising, information systems management and leadership - the latter of which has become an iconic trait that is responsible for and is symbolic of his many professional achievements.

Originally born in the agricultural country of California's central valley, Brandon attended Asuza Pacific University for a Bachelor of Arts in Communication, and Vanguard University for a Master's Degree in Business Administration and Leadership.

**FOR IMMEDIATE RELEASE**

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**WORLD'S FIRST DRIVERLESS FARMING EQUIPMENT UNVEILED  
AT IDAHO TECHNOLOGY COUNCIL EVENT**

*~ Guidance System Technology Changes the World of Farming ~*

(BOISE, Ida.), October 22, 2015 --- The world of farming changed today as [Farb Guidance Systems](#) of Post Falls, ID, unveiled a guidance system technology that transforms farming equipment by removing the operator from the machine. Equipment is driven completely by a computerized guidance system and monitored through a smart phone from anywhere in the world.

"Equipment is now driving itself without an operator on the machine," said Brandon Smith, vice president of Farb Guidance Systems, during the [Idaho Technology Council's](#) inaugural Capitol Connect Conference in Boise, ID. "Be it across the road, or across the world, farmers can now take command and control of their equipment without being on the machine. Farmers and their families can have the quality life that they have earned and deserved with the assistance of Farb Guidance Systems' computerized guidance technology."

During Smith's presentation to a group of prominent potential investors, Smith revealed their first platform, the FGS-1, which is a Caterpillar Skid Steer that now includes the company's innovative guidance system. "With the ability to remotely farm their land, farmers will see a greater return both financially and personally ... and will realize a number of leading edge advantages."

Dave Farb, founder and president of Farb Guidance Systems further explained the product's "management by exception" capabilities. "If the machine gets into a situation that it can't handle, it sends notification and asks for instruction," said Farb. "We give farmers the freedom to monitor their land and farm the land the way they want, from wherever they want, through the latest technology. When one or multiple units are in the field, farmers will realize they can see a greater return on generations of hard work."

For more information about Farb Guidance Systems, contact Brandon Smith, vice president at 406-270-7914, email [brandons@farbgs.com](mailto:brandons@farbgs.com) or visit [FarbGuidanceSystems.com](http://FarbGuidanceSystems.com).

November 27, 2015 5:04 PM

## **John Bruce: Conferees embrace our firm's driverless farm equipment idea**



The Idaho Technology Council hosted its first Capital Connect Conference this fall, focusing on our state's past, present and future business environment.

From the beginning of the Oct. 22 conference to the final remarks, the council and its entire staff were focused 100 percent on companies like ours, Farb Guidance Systems, that are continuing to realize that Idaho is business-friendly, growth-focused and committed to its quest to be the nation's No. 1 location for advancement in technology, agriculture, agriscience and innovation.

The mission of the technology council is to "help technology companies in Idaho start, grow, and thrive." Throughout the entire Capital Connect Conference, the council not only nailed its mission, it spread goodwill far and wide.

More states should take note. If you truly want a sustainable state, with a healthy business environment, you need consensus from the top down. With the vision of the council, its global members and well-respected partners like Micron Technology, Keynetics, Hewlett-Packard, Monsanto, Deloitte and the Idaho National Laboratory, there's no question Idaho is leading the nation as the top business location to "start, grow and thrive."

Our company, Farb Guidance Systems, was invited to be a part of this event, which was one of the most valuable networking opportunities we have ever attended. The council should be commended for organizing this event, which brought together visionaries, entrepreneurs and investors.

As a third-generation farmer who grew up on Lyle Bruce Farm in Post Falls, I learned from my grandparents and parents about the traditions of our state, and its deep-seated culture of farming. As we showed our company's new driverless farming equipment to potential investors, I quickly realized that our dream and efforts to continue to improve the kind of life I have lived were immediately accepted and embraced by those attending. This was powerful proof that the council had done its job to help startup companies like ours have a solid future in the fields of agriculture and technology right here in my own state.

## **IDAHO STATESMAN**

### **Business Insider**

**November 27, 2015 5:04 PM**

**(article continued)**

When the conference was over, I reached out to other farmers who have the responsibility for carrying the torch of our family traditions. I told them that the Idaho Technology Council and the state were allowing me and my family an unequalled opportunity to not only grab the torch, but to fan its flames and keep farming alive through innovation, technology and good, old-fashioned face-to-face communication.

Thanks to the Idaho Technology Council, its sponsors and all who supported this first annual Capital Connect Conference, Farb Guidance Systems is on a successful path to achieving our goals to feed the future for all the right reasons while being a part of the vision of the state of Idaho. We're here to stay.

John Bruce, johnb@farbgs.com, is a partner in, and vice president of, Farb Guidance Systems in Post Falls.

Read more here: <http://www.idahostatesman.com/news/business/business-insider/article46813830.html#storylink=cpy>



**FARB GUIDANCE  
SYSTEMS**

**PRESS HIGHLIGHTS**



**SAMPLE: FARB PRESS HIGHLIGHTS**

<http://futureag.info/tag/farb-guidance-systems>

<http://www.spokanejournal.com/local-news/post-falls-man-unveils-farm-drone-technology/>

[http://www.cdapress.com/news/business/article\\_ab549129-faa1-567c-ae24-d877e243c92e.html](http://www.cdapress.com/news/business/article_ab549129-faa1-567c-ae24-d877e243c92e.html)

[http://markets.ask.com/ask/news/read/30876094/new\\_technology\\_leads\\_to\\_world's\\_first\\_driverless\\_farming\\_equipment](http://markets.ask.com/ask/news/read/30876094/new_technology_leads_to_world's_first_driverless_farming_equipment)

[http://markets.financialcontent.com/mnglpaso.alamogordonews/news/read/30876016/world's\\_first\\_driverless\\_farming\\_equipment\\_unveiled\\_today](http://markets.financialcontent.com/mnglpaso.alamogordonews/news/read/30876016/world's_first_driverless_farming_equipment_unveiled_today)

[http://markets.financialcontent.com/mi.adn/news/read/30876016/world's\\_first\\_driverless\\_farming\\_equipment\\_unveiled\\_today](http://markets.financialcontent.com/mi.adn/news/read/30876016/world's_first_driverless_farming_equipment_unveiled_today)

<http://futureag.info/news/unveiled-worlds-first-driverless-farming-equipment/>

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<http://www.pr-press-release.com/today/236640-new-technology-leads-to-world's-first-driverless-farming-equipment.html>

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<http://www.agprofessional.com/news/products/driverless-ag-equipment-technology-unveiled>

<http://www.agrimarketing.com/s/99545>

<https://www.facebook.com/Kerri-Thoreson-Post-Falls-City-Council-234399739910729/>

<http://worldnaturecare.com/pf-company-unveils-worlds-first-driverless-farming-equipment-coeur-dalene-press-3/>

[http://www.idahostatejournal.com/pocatello/new-technology-lets-farm-equipment-run-without-operators/article\\_d520da6a-cdba-56bb-b25f-19acdaba7216.html](http://www.idahostatejournal.com/pocatello/new-technology-lets-farm-equipment-run-without-operators/article_d520da6a-cdba-56bb-b25f-19acdaba7216.html)

<http://www.multibriefs.com/briefs/ceeda/>

<http://originmerchant.com/wp-content/uploads/2015/10/Agriculture-Industry-Flash-October-26-2015.pdf>

## **SAMPLE: FARB PRESS HIGHLIGHTS**

<http://www.bizapedia.com/mt/FARB-GUIDANCE-SYSTEMS-LLC.html>

<http://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=310969311>

<http://growingconnecticut.com/news/2015/10/farb-guidance-systems-unveils-driverless-equipment-2015-10-29/>

[http://www.sec.gov/Archives/edgar/data/1652501/000165250115000001/xslFormDX01/primary\\_doc.xml](http://www.sec.gov/Archives/edgar/data/1652501/000165250115000001/xslFormDX01/primary_doc.xml)

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<https://flipboard.com/topic/farming>

<http://growingindiana.com/news/2015/10/farb-guidance-systems-unveils-driverless-equipment-2015-10-29/>

<https://agequipmentfinance.com/driverless-farm-equipment/>

<http://growingindiana.com/news/2015/10/farb-guidance-systems-unveils-driverless-equipment-2015-10-29/>

<http://www.capitalpress.com/Idaho/20160314/post-falls-farmer-to-sell-automated-tractors>

[http://billingsgazette.com/business/features/business-briefs/article\\_89a34966-5e5e-566a-8537-80dc17443cab.html](http://billingsgazette.com/business/features/business-briefs/article_89a34966-5e5e-566a-8537-80dc17443cab.html)

<http://www.cbsnews.com/news/driverless-cars-make-way-for-driverless-tractors/>

<http://www.farmassist.com/Alerts/AlertDetail.aspx?alertId=197164&AlertType=64&AlertTypeName=GPN%20News&type=>

<http://www.proag.com/News/Idaho-Farmer-Building-Selling-Driverless-Tractors-Has-100-Orders-2016->

[http://www.argus-press.com/news/state\\_news/article\\_cf0452c9-aa6e-5ffc-bce4-b3c6c4378d66.html](http://www.argus-press.com/news/state_news/article_cf0452c9-aa6e-5ffc-bce4-b3c6c4378d66.html)

[http://www.newsadvance.com/work\\_it\\_lynchburg/news/wire/idaho-company-looks-to-launch-driverless-tractors-in-months/article\\_12ef59b0-d5fe-53cb-ba97-0c797dd1ee99.html](http://www.newsadvance.com/work_it_lynchburg/news/wire/idaho-company-looks-to-launch-driverless-tractors-in-months/article_12ef59b0-d5fe-53cb-ba97-0c797dd1ee99.html)

**SAMPLE: FARB PRESS HIGHLIGHTS**

<http://www.localnews8.com/news/idaho-farmers-company-builds-automated-tractors/38528196>

<http://newsradio1310.com/idaho-farmers-company-builds-automated-tractors/>

<http://www.ooyuz.com/geturl?aid=10830862>

<http://www.idahostatesman.com/news/business/business-insider/article46813830.html>

<http://witl.com/dear-michigan-farmer-get-ready-for-robot-tractors/>

<http://newstral.com/en/article/en/1020675049/idaho-company-looks-to-launch-driverless-tractors-in-months>

<http://growingconnecticut.com/news/2016/03/idaho-farmer-building-driverless-tractor-has-100-orders-2016-03-30/>

<http://www.geekjournal.net/articles/2016/03/driverless-cars-make-way-for-driverless-tractors-67946.html>

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**FARB GUIDANCE  
SYSTEMS**

## PRODUCT PROMOTIONAL VIDEO



Link below provides a brief overview of the Farb Guidance System

<http://www.farbguidancesystems.com/video/>

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*“Our guidance system technology allows farmers to take command and control of their equipment without being on the machine. With this innovation, they will see a greater return both financially and personally.”*

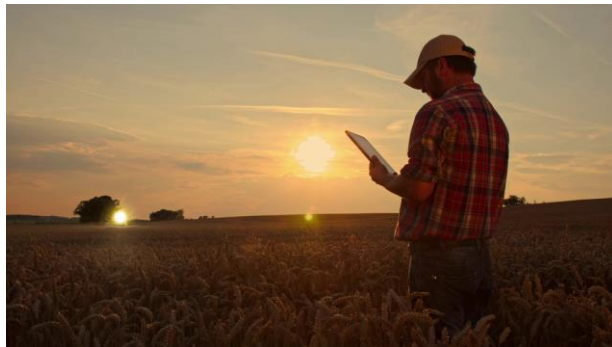
**John Bruce  
Vice President  
Farb Guidance Systems  
“Feeding the Future”**



## PRODUCT PHOTO GALLERY



*Farmers review key field, equipment, and weather data via Farb Guidance Systems' hardware and software programs*



*Sample application of Farb Guidance System's driverless technology*

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*The new wave of precision farming ... "could be as important as the development of mechanized tractors in the first half of the 20th century."*

*Wall Street Journal*