



# DTN AG APP

## Gary Hinds

Charleston, Illinois

A producer for 33 years, Gary Hinds grows corn and soybeans on his farm in east-central Illinois. While his dad also farmed, Hinds started his own operation — which he runs with part-time help from family and good friends.

### The challenge

Hinds was seeking a solution to help him operate more efficiently and profitably on the go.

### The solution

To help him meet his needs, Hinds chose the DTN Ag App for the Apple® iPad®. Designed for a new breed of mobile and technology-savvy professionals within the agriculture industry, the app provides enhanced access to award-winning agriculture news, market data and industry-specific weather information offered in an optimized format for iPad users.

With the flick of a finger, users like Hinds are able to browse breaking industry news, access more than 13 blogs from DTN/*The Progressive Farmer* editors and analysts, and view daily weather and market videos. Additionally, the app offers commodity market data, the latest local cash grain prices, charts and graphics, as well as interactive, location-specific weather information and maps.

Since agriculture professionals are rarely confined to their offices, users can quickly access the app while they have a Wi-Fi or 3G Internet connection —

allowing them to download the latest information to take with them. They can then review it whenever and wherever it is most convenient for their busy schedules.

### The results

A fan of cutting-edge technology, Hinds appreciates that he can 'spend more time in the cab and be functional.' Not having to drive back to the computer in his home office to get the information he needs, increases his effectiveness.

"I was very excited to use this new technology," Hinds explained. "The look and feel of it is easy to use, and the format simple to read." With it, he accesses DTN/*The Progressive Farmer's* market information with the touch of a finger, and views the solution's charting capabilities and futures information beneficial to his bottom line. He can even create custom watch lists, which can allow him to build and monitor a portfolio of commodities and equities — including details and dynamic charts for each commodity or stock.

Using his wireless connection, the mobile app also provides him with weather tools that keep him on top of forecast and current conditions while out in his fields. The forecasts are available in hourly and five-



day increments, with interactive maps that show him current radar and satellite images. He likes that they can be accessed from his cab to help him make important operational decisions on the spot.

Through the app, Hinds also has access to DTN/*The Progressive Farmer's* expanded, award-winning news coverage like editorial content, blogs and videos from industry experts, and breaking ag news. This helps him stay on top of news that can move the markets and help boost his production — impacting his profits.

#### The client's view

"We are so mobile now that we can take this information with us — which is priceless."

Gary Hinds