



Boost for Lincoln Ventures as world irrigation leader Netafim™ selects its 'Irricad Pro' software

Press release 4-October-2007, Lincoln Ventures, Christchurch, NZ: **Lincoln Ventures, a New Zealand technology company owned by Lincoln University, has signed a major agreement with the world's largest micro-irrigation equipment manufacturer Netafim™, to supply its specialist CAD software 'Irricad' which simplifies irrigation system design.**

With climate change, growing population demand, and increasing restrictions being placed on our precious water resources, the irrigation industry is under pressure to supply newer and more efficient technologies that use water more effectively. Irricad is a robust and responsive design tool created and continually adapted by Lincoln Ventures to meet these changing needs, and is today playing an important role in pressurised irrigation system design at Netafim.

Israeli owned Netafim is the world leader in drip irrigation technology with over 2000 employees 30 subsidiaries, and 11 manufacturing sites operating in over 100 countries. The company has a 40 year history of implementing advanced technology to help its customers around the world enhance landscape and increase yields through improved agricultural systems.

"Netafim has been working with Lincoln Ventures to enhance and develop "Irricad Pro" to a superior level demanded by all the top irrigation designers worldwide. At present Netafim globally utilises "Irricad Pro" as its premier design software" says Netafim VP Engineering & Projects, Yossi Ingber.

Lincoln Ventures Chief Executive, Graeme Robertson, says: "Netafim had very specific requirements of the Irricad package based on both the needs of their designers and their customers. We have been able to develop a product to meet their criteria and ultimately we have delivered a more sophisticated solution than what they were using previously. The new features will be made available to all Irricad customers worldwide."

"As we look forward to a continuing relationship with this prestigious company we are increasing our software development team to take Irricad to the next level. Feedback from such expert users will help us make Irricad the global market leader in irrigation system design software."

Israel's success in developing leading irrigation systems is renowned. Of Israel's 20% of land that is arable, half must be irrigated. Technological innovations have played a large role in this

revolution and are continuing to have significant impact in Israel as well as other parts of the world that share Israel's tough and semi-arid predicament. By drawing on the skills of numerous agronomists, scientists and farmers, Netafim has achieved significant results all over the world through identifying and implementing agricultural and water management solutions. For example, 200-300% increase in agricultural production is not an uncommon result for Netafim's customers.

About Netafim™

Drip irrigation pioneer and global leader, Netafim™ has delivered innovative water-based solutions and leveraged cutting-edge, core drip irrigation technologies for the past 40 years. Netafim provides end-to-end solutions for open-field crops and orchards, biofuel energy crops, landscaping irrigation, turnkey greenhouse projects, wastewater management, and advanced crop management and monitoring systems. Netafim is committed to helping preserve a quality global environment while minimising any environmental hazards from its activities.

About Lincoln Ventures

Lincoln Ventures Ltd, established in 1994, is a subsidiary of Lincoln University that provides government funded research and professional advice to a range of clients. We employ about 40 research scientists, technicians and support staff to carry out research on a range of real-world applications from groundwater modelling, moisture measurement, biosensors, image analysis applications, to information tools for horticulture production systems or the measurement of consumer behaviour. Our research subjects include: Measurement and instrumentation; Image processing; Spatial IT; Frost protection; Groundwater quality; Irrigation; Spray & Fertiliser application; Sustainable land and water use; Biotechnology; and Waste treatment.

About Irricad

Since its launch in 1988 Irricad has generated sales in excess of \$2 million, with over 500 users in 40 countries. Irricad produces in seconds a range of hydraulic reports that would take hours to calculate manually. It can be used to design all kinds of pressurised irrigation systems including: sprinkler systems, turf systems, water reticulation and dust suppression systems, irrigation for golf courses and sports fields, and a wide range of agricultural systems. It can size pipes to meet pressure and velocity specifications and will flag warnings when ranges or ratings for these specifications are exceeded. The Irricad database can incorporate any make or model of irrigation product. Lincoln Ventures has invested strongly in continuous programme development and ongoing technical support for Irricad users. For product details visit www.lvl.co.nz.

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