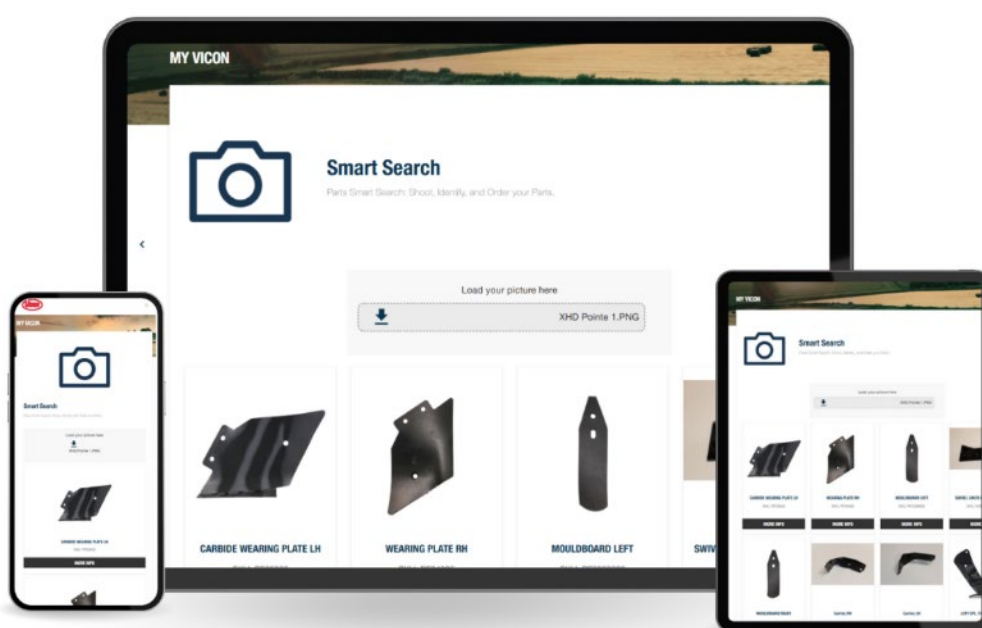


## PRESS RELEASE

### Vicon Smart Search

The new smart and fast way to find Vicon Genuine parts

July 2025 Klepp, Norway



*Vicon Smart Search – the intelligent spare parts search tool helping users quickly identify and order the correct components across Vicon machines.*

**Efficient identification and ordering of Vicon genuine spare parts thanks to innovative image recognition technology Smart Search - saving time and reducing errors in the ordering process.**

With the new **Smart Search** feature, Vicon enhances the digital experience for dealers, service technicians, and end-customers looking for genuine spare parts. Integrated into the existing **Online Parts Catalogue** and customer platform **MyVicon**, Smart Search provides intelligent suggestions. Using the latest image recognition technology, Smart Search enables fast and accurate identification of required spare parts, minimising downtime and optimising operations.



## Quick spare parts ordering by photo

The search for the right spare part can often be time-consuming and complicated. Smart Search significantly simplifies this process: users simply take a photo of the defective or worn spare part and upload it via the application. Based on the image analysis, the system identifies the relevant spare part and guides the user directly to the ordering option.

## Maximum efficiency for agricultural operations

Smart Search helps to reduce downtime to a minimum. Especially at harvest time, when every minute counts, this solution offers farmers and contractors a significant advantage.

“Our dealers and customers need fast, reliable answers when ordering spare parts. Smart Search makes this possible, even if the exact part number isn’t known” says Madiha Bisch, Director Commercial Strategy and Sales Operations, After-Sales. “It’s about making machine maintenance more efficient and intuitive.”

## Compatibility and ease of use

Smart Search is available via both mobile devices and desktop applications and requires no special software installation. This means that farmers can access the application flexibly from anywhere - whether directly in the field or in the workshop.

With this digital innovation, Vicon is once again underlining its commitment to actively driving technological progress in agriculture and supporting farmers with innovative digital solutions.

More information about Smart Search:

[Vicon Smart Search](#)

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## Vicon is a brand of Kverneland Group

Kverneland Group is a leading international company developing, producing and distributing agricultural machinery and services. Strong focus on innovation allows us to provide a unique and broad product range with high quality. Kverneland Group offers an extensive package aimed at the professional farming community, covering the areas of soil preparation, seeding, forage and bale equipment, spreading, spraying and electronic solutions for agricultural tractors and machinery. For more information on Kverneland Group visit: [www.kvernelandgroup.com](http://www.kvernelandgroup.com)

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