



Racing season - Topcon vs. the competition



Briefing of participants prior to the demonstration.

Vince Lombardi knew a thing or two about competing and winning. The legendary football coach noted that everyone in the race runs, but only one wins. So he summarized his philosophy in three small words—run to win.

It was a sound idea then. And it is one that Topcon has philosophically—and literally—taken and run with today.

Take Topcon's 3D-MC² technology. Promoted as fastest in the industry. Most precise. Most productive. Most efficient. Saying it is one thing...but how do you prove it? The answer: you line the system up head-to-head against its main competitor...and let the results speak for themselves.

That's exactly what Topcon did at its May Technology Roadshow in Livermore, California. Topcon placed its industry-leading 3D-MC² system—operating on a John Deere 750 dozer—up against a Trimble GCS 900 system operating on a CAT D-6 dozer.

Company:

Topcon Technology Roadshow

Location:

Livermore, California

Project: Dozer grading –

Topcon 3D-MC² vs. Trimble GCS 900

Topcon Products Used:

Topcon's 3D-MC²

Topcon Dealer:

Topcon California
West Sacramento, California
www.topconca.com

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AT WORK

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'I brought several customers who own the Trimble system. Some of them have been operating heavy equipment for 30-40 years. They got off the equipment grinning ear-to-ear.' - Tom King



The Topcon-equipped system was operated alongside the competition's.

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"Our biggest challenge is how to convey just how great the system is," said Tony Vanneman, Topcon construction products marketing manager. "Telling people is one thing. But we wanted them to be able to see it, feel it and experience it."

"Everything we do is geared toward helping our customers understand for themselves," he continued. "What differences does the system deliver? What level of production gains does it deliver? What level of accuracy does it deliver? And how much money can customers make by using the right machine control system on their earthmoving equipment?"

That kind of bottom-line focus is imperative in today's challenging economic climate, Vanneman said. "Lots of contractors are finding themselves in one of two positions. Either they have some work and need to squeeze every bit of profit they can out of it. Or they don't have enough—or any—work and they've got to change their approach and business process to compete more effectively for the work that is out there. The 3D-MC² system is a tremendous tool in both of those situations."

Vanneman explained, "When you enable a contractor to get on grade and move that material where it needs to be moved in fewer passes, good things happen. You use fewer man hours. You use less fuel. There's less wear and tear on your equipment. And that translates to lower operating expense."

Tom King, Topcon area manager in California, agreed. "I brought several customers who own the Trimble system. Some

of them have been operating heavy equipment for 30-40 years. They got off the equipment using 3D-MC² equipment grinning ear-to-ear. They were in utter awe as to how it performed."

King worked for Trimble for 13 years before joining Topcon. "Some of the people I invited had purchased Trimble systems. We put 'em on the 3D-MC² system to let them see and experience the difference for themselves. They could not believe how smooth it performed and how well it reacted in the vertical curve."

John Benetti is sales manager for Pape Machinery, which provided the John Deere dozer on which the 3D-MC² system performed. He noted: "Competition in the earthmoving machinery market segment is unprecedented. As a result, we are constantly looking for ways to set our machines apart from the other folks out there—a feature or functionality that makes John Deere look good. That's what the Topcon system does for us. It unquestionably enhances the production, performance and ease of operation of the John Deere dozer."

"Customers are still talking about it," Benetti continued. "As they lay out their upcoming purchasing decisions, it definitely elevated Topcon in their decision making process. And from our standpoint, it also allowed our machine to stand out and really differentiated us in the marketplace."

The Technology Roadshows also provide customers additional, important benefits, Vanneman said. "They are treated to a

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Comparing the results of the head-to-head demonstration was the “highlight of the day.”

presentation that explains how our core systems and technology operate, and how they represent the very latest in technological advances. Most importantly, we relate how all that can provide them an advantage in a very competitive marketplace.

“We also spend time on what’s happening right now within the industry,” Vanneman continued. “And we take a look at

what’s coming down the road—exploring and explaining the universal trends that will affect everyone’s lives in the dirt moving business.

“But clearly, the opportunity to operate the Topcon system alongside its machine control competitor and compare the results was the highlight of the day.”

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Topcon’s 3D-MC²

Twice the speed, twice the accuracy - over any 3D Machine Control Dozer. Four times more productive than a manual dozer.



Topcon’s 3D-MC² shatters the final 3D automation production barrier - SPEED!

- Increase speeds up to 200% over existing 3D Systems
- Smoothness and grading accuracy comparable to motor graders
- Same easy-to-use interface as previous Topcon Machine automation systems
- Unmatched productivity that you will have to see to believe!