

Topcon Tierra, Qualcomm announce alliance

Topcon Tierra acquires some of Qualcomm's GlobalTRACS system contracts

Topcon recently announced it had acquired selected customer contracts from Qualcomm Incorporated, a leading provider of business-to-business wireless enterprise applications and services. The acquired contracts are for the GlobalTRACS® Suite for fleet management.

The alliance represents further progress toward Qualcomm's planned transition out of a direct sales model for the construction equipment market, as previously announced in June 2008. Qualcomm will continue to provide managed network services through Topcon Tierra for these customers and Topcon Tierra will assume responsibility for sales, customer service and other direct support.

"We are very excited about this alliance and the opportunity it presents to continue to offer best-in-class hardware and services to construction, equipment companies and OEMs," said Ray O'Connor, TPS President and CEO. "Qualcomm's GlobalTRACS customers will continue to receive the service and support they expect, with Topcon Tierra committed to fulfilling the terms of the service contracts. New hardware, spares, ancillary parts and service will be provided by Topcon Tierra going forward. We have a very smooth transition

planned."

O'Connor said, "The alliance with Qualcomm will provide our new customers the opportunity to take advantage of the Topcon family of advanced positioning machine control solutions, including 3D-MC² for dozers, X63 for excavators, and Millimeter GPS for other construction equipment, including graders, pavers and profilers."

"We are excited to be collaborating with Topcon Tierra, a company that already has a substantial presence in the construction market place," said Bob Walton, president of Qualcomm Enterprise Services. "The alliance between Qualcomm and Topcon Tierra leverages both companies' strengths and provides GlobalTRACS customers with industry-leading managed network services and the best possible telematics hardware and value-added applications and support."

Note: Qualcomm Incorporated is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Headquartered in San Diego, Calif., Qualcomm is included in the S&P 100 Index, the S&P 500 Index and is a 2009 FORTUNE 500® company.



Hornstra joins Topcon as product planning senior VP



Mark Hornstra has been appointed senior vice president of product planning of Topcon Positioning Systems (TPS). The announcement was made by Ray O'Connor, president and CEO of TPS.

Hornstra has spent the past seven years at SanDisk Corporation in various director and executive level positions including vice president of worldwide Sales Operations and Demand Planning, and vice president of worldwide sales in the mobile handset business. He was also responsible for SanDisk's retail and OEM business in Japan for three years. Throughout his career, Hornstra has also held director and executive level positions in sales, product marketing/product management, business development and management.

O'Connor said Hornstra has "a rich history in the consumer electronics, industrial, commercial and aerospace industries. His strong analytical approach and experience in various phases of management will enhance the company's product management operations."

In his new role, Hornstra will also be a member of the TPS Executive Committee. TPS product managers will report directly to Hornstra, O'Connor said.