

2012 WORLD AG EXPO

45 Years of Excellence

GROWING WORLD AGRICULTURE

FEBRUARY 14-16, 2012
TULARE, CALIFORNIA, U.S.A.



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Topcon Precision Agriculture is Official World Ag Expo Precision Farming Partner

Tulare, Calif. – Topcon Precision Agriculture (TPA), a global innovative positioning technology provider for precision farming, has provided its Global Navigation Satellite System (GNSS) survey equipment to precisely map nearly all of World Ag Expo's 2.6 million square feet of show grounds. The new technology has replaced the antiquated method of physically measuring and marking spaces for more than 1400 exhibitors.

"Coming on board as the official precision farming partner to World Ag Expo came naturally since the show's attendees are drawn from across the United States and the world to see the what's new in GNSS precision agriculture technology," said Joe Robertson, TPA's product marketing manager. "Topcon has some of the latest and greatest innovations in precision machine control, mapping and data management."

Since World Ag Expo began in 1968, spaces have been marked by volunteers who spent weekends measuring spaces by hand.

"We're pleased to have Topcon as our first-ever precision agriculture partner," said World Ag Expo's director of corporate partnerships, Stacey Beachy. "The technology used by Topcon on our show grounds allows us to provide exhibitors with an accurate measurement of their spaces—giving them the best opportunity to reach their audience at World Ag Expo."

The new method will considerably reduce the amount of time and labor required to prepare for the annual show. With the completion of the project in 2013, all of World Ag Expo's outdoor exhibit spaces will be precisely marked—continuing to make World Ag Expo a leader in the industry.

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The International Agri-Center is home to World Ag Expo, February 14-16, 2012 in Tulare, California. An estimated annual average of 100,000 individuals from 70 countries attend World Ag Expo each year. The Expo is the largest annual agricultural show of its kind with more than 1,400 exhibitors displaying cutting-edge agricultural technology and equipment on 2.6 million square feet of show grounds.