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**Topcon introduces AM53 and Tierra telematics solutions for remote Ag fleet management**

*TURIN, Italy/ FORT ATKINSON, Wis., USA – March 2, 2017 –* Topcon Agriculture announces Tierra telematics is joining its catalog of solutions, offering telemetry advantages to farmers and contractors designed to increase productivity, reduce fuel costs and emissions, improve machine security, optimize maintenance and manage equipment utilization.

“The solutions provide access to daily machine run-time reports, with accurate and reliable data. Fuel costs are minimized with real-time reports of idling, engine activity, motion and labor. Machines are more secure with GeoFence boundaries, curfews monitoring and instant notifications. Maintenance is improved with service alerts that catch issues before they cause further damage. Machines that are not being used can be easily noted and redeployed on different job sites,” said Fabio Isaia, CEO of Topcon Agriculture.

Topcon AM53 is the on-board hardware device used for fleet management.

Isaia said, “It is rugged enough to perform even in extreme conditions with minimal maintenance needs — firmware updates are automatic and the user can get instant feedback through diagnostic LEDs.

“AM53 takes little space in the cabin (135 x 118.8 x 35.8 mm) and is lightweight and very easy to install. It offers complete localization features and data logger capabilities, automatically recording timestamp, GNSS position and relevant CAN data, and periodically transmitting data packages to the server through the GSM network,” he said.

The AM53 device is designed to offer a powerful on-board processor with significant internal memory (up to 50 hours), allowing up to 5 second logging of all parameters when the engine is running and every time the machine status changes.

Topcon Tierra offers a set of subscription plans to enable the features according to the customer’s needs — from the basic localization service to the most advanced remote diagnostic solution, with real-time dashboards and configurable reports. The solution is fully upgradable without the need of any additional hardware.

By logging on to the Topcon Tierra website or mobile app, operators can access the server to control the fleet, configure alerts, set GeoFences, run reports and take advantage of actionable information for better informed decisions and increased efficiency and profitability.

**About Tierra**Tierra is a Topcon telematics company that develops fleet management and IoT solutions. Leveraging Topcon’s +25 years in Ag product development and with +10 years of experience in telematics, Tierra is able to provide fully tailored solutions for Agriculture.

**About Topcon Agriculture Group**Topcon Agriculture Group is a division of the Topcon Positioning Group, headquartered in Livermore, California, USA ([topconpositioning.com](http://www.topconpositioning.com/)). The global Topcon Agriculture Group ([topconagriculture.com](http://www.topconagriculture.com/)) headquarters is located in Turin, Italy, with its North American regional headquarters in Fort Atkinson, Wisconsin. Topcon Agriculture Group provides advanced IoT connected field and farm management solutions for aftermarket and OEM customers in the agriculture industry, integrating high-precision hardware, software and data to bring efficiency and enhance productivity to every phase of the farming operations**.** Its brands include Topcon, Wachendorff Elektronik, Digi-Star, RDS Technology, and NORAC.Topcon Corporation ([topcon.com](http://global.topcon.com/)), founded in 1932, is traded on the Tokyo Stock Exchange (7732).

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