**Topcon Agriculture and geo-konzept announce distribution collaboration for German speaking countries**

*TURIN, Italy – April 5, 2018 –* Topcon Agriculture and geo-konzept announce a collaboration to distribute the Topcon product portfolio and integrate it with geo-konzept hardware and software precision agriculture solutions — in an effort to respond to the rapid developments in the agriculture market and improve the offering in accordance with farmers’ demands in Germany, Austria and Switzerland.

The collaboration expands the geo-konzept product portfolio beyond retrofit guidance systems, and is designed to benefit farmers with Topcon Agriculture’s advanced automation solutions including sensor applications and IoT integration. The focus includes distribution of precision farming solutions for standard applications as well as for organic farming, special crops and vegetable growing.

Fabio Isaia, CEO of Topcon Agriculture, said, “We are very proud to announce our new joint effort. Topcon Agriculture and geo-konzept share the same vision for the future of agriculture, especially regarding the adoption of new IoT technologies. Together, we will be able to offer a stronger portfolio of products and solutions to meet our customers’ needs and support them in the best possible way. This is a perfect match that will boost our business in the European market.”

Thomas Muhr, CEO of geo-konzept, said, “Our professional customers expect us to be at the leading edge of technology. While automated guidance still is among the more popular technologies of the markets we serve, our clients expect us to further integrate hardware solutions with the increasing amount of data they have to handle on their farms. Our staff of specialists with more than two decades of experience always works close to our customers. This is seen as a prerequisite for success in a demanding market, which strongly depends on the availability of systems and infrastructure. Our partnership with Topcon Agriculture will be very beneficial for all segments of our market in this respect.”

For more information, visit [topconagriculture.com](http://www.topconagriculture.com/) or [geo-konzept.de](https://geo-konzept.de/).

**About geo-konzept**   
geo-konzept was founded in 1992 and is a leading supplier of GPS and steering technology to the German market. It offers its customers manufacturer-independent and individual GPS-based steering systems as well as nationwide RTK-correction signal. geo-konzept can offer standard products, parallel motion systems, as well as in-house special solutions and software and combine them with the best technique available at the market. The business activities range from precision farming to steering and guiding of accessory equipment or from GPS correction service to survey, blast design and documentation. Additionally, geo-konzept develops and supplies Geographic Information System (GIS) technology and laser scanners for mining applications. [www.geo-konzept.de](http://www.geo-konzept.de/)

**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, 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).

# # #

**Press Information:**

[corpcomm@topcon.com](mailto:corpcomm@topcon.com)

Staci Fitzgerald, +1 925-245-8610