Nikon Auto-Levels















- Nikon has a substantial established sales of auto-levels
- We need to take that existing market share, add the efforts so far on the SPO line, and grow the combined sales in the segment
- We want to value-add to our distribution by giving a broad portfolio and consistent quality
- There are many different standards of autolevel on the market. The Nikon and SPO autolevels are in keeping with the quality and reputation of our portfolio
 Trimble

Brand Strategy



- We want to complete our portfolio with a product that extends our brand image to as wide a population as possible
- Today's auto-level user is tomorrows laser user
- We need to migrate dealers towards the SPO brand over time, so that we keep the brand recognition with our lasers





AX-2S/AC-2S/AP-8

- 20x, 24x, 28x
 Magnification
- Magnetic damped

Target Trades: General Contractors Concrete Contractors









AS-7/7C, AE-2/2C

- 30x and 34x magnification
- Optional Circle
- Air damped

Target Trades: Engineers Surveyors











Target AX-2S/AC-2S/AP-8 Applications



- Elevation control across the site
- Leveling forms and footers
- Measuring cut and fill





Elevation Control Across the Site

 The AX-2S/AC-2S/AP-8 are capable of accurate elevation measurements over the entire site









 An auto-level can be used to easily check levels on footers, forms and foundations







Measuring Cut and Fill

 The clear bright optics make the AX-2S/AC 2S/AP-8 ideal for longer range cut/fill measurements







AE-7/7C, AS-2/2C Applications



- Monitoring high accuracy elevation control
- Long range level runs transferring elevations over a large area







Nikon Auto-Level PFBs





All-Weather Metal Housing





- 70% stronger than polycarbonate plastic, so there could be less repair costs if the unit is dropped
- All weather Design, Will keep working, whatever the weather, which means that you can measure when you need to
- AE-7/AS-2 are nitrogen filled





Bubble Mirror





 Allows easy viewing of the level bubble when on a tall tripod, which means more flexibility in set up location







Rubber / Plastic Controls

Nikon AX-25



Large rubber focus knob

Plastic eyepiece and slow motion screws

 Easier to use in cold or wet weather



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- interest



Built-In Sight Lines





 Allow easy alignment to
 the staff direction, which means faster measurements





Magnetic Damped Compensator



- The AX-2S/AC-2S/AP-8 feature a rugged yet accurate magnetic damped compensator
- More stable in areas with vibration, which means accurate measurements around construction machinery





Air Damped Compensator





 The AE-7/7C, AS-2/2C feature a very high accuracy air damped compensator, which means less magnetic field interference and more accurate measurements





Specifications

	AX-2S	AC-2S	AP-8	AE-7	AS-2
Magnification	20x	24x	28x	30x	34x
Compensator Type	Magnetic	Magnetic	Magnetic	Air	Air
Apeture	30mm	30mm	30mm	40mm	45mm
Shortest Focus	0.75m	0.75m	0.75m	0.3m	1.0m
Accuracy (Standard deviation according to DIN 18723 on 1 Km of double leveling)	±2.5mm	±2.0mm	±1.5mm	±1.0mm	±0.8mm







Hands On





Auto-Level Hands On

- Take level from the box and place on a tripod
- Adjust the height of the tripod and level the unit using the 3 screws (same as an LL500)
- Have a partner hold the rod
- Turn the level and point at the rod
- Focus the level
- Read the value on the rod





Auto-Level Hands On



Measuring height difference

- Position the rod on the first point and read the value
- Position the rod on the second point and read the value
- First Second = height difference

Setting out a height

BM + Rod at BM - Finished Level = Rod at FL







Sales Issues





Trimble Portfolio



Spectra Precision Optical 100 series

- ◆ 20x, 24x
- Magnetic Compensator

Nikon AX-2S, AC-2S, AP-8

- 20x, 24x, 28x
- Magnetic Compensator







Trimble Portfolio

Trimble 200 Series

- 28x, 32x
- Air damped compensator

Nikon AE-7, AS-2

- ♦ 30x, 34x
- Air damped compensator







Nikon v CST SAL

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- Comparable products although CST have plastic top housing
- CST has magnetic damped compensator
- CST does not have the high end range like the Nikon AE-7 and AS-2

20x, 24x, 28x, 32x



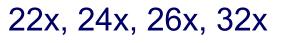




Nikon v Topcon AT-G

- Comparable products from a manufacture quality and reliability
- Topcon has magnetic damped compensator v. robust
- AE-7/AS-2 series has air-damped compensator which is better for high accuracy applications
- Comparable pricing











Nikon v Leica NA700

- Comparable products from a manufacture quality and reliability
- Leica has magnetic damped compensator robust

20x, 24x, 28x, 30x







Nikon v Pentax

- Comparable products from a manufacture quality and reliability
- Pentax has magnetic damped compensator robust

20x, 22x, 24x









Low Quality Solutions

- Cheap products exist in the market place
- Non-branded
- Often they have airdamped compensator more fragile and more difficult under high vibration
- Compensator prone to sticking - customer has to press button each time







Nikon Auto-Level PFBs





Summary of Features and Benefits

Metal housing

☺ Very rugged, so less repair costs

Bubble Mirror

② Easy to level the instrument on a high tripod, which means more flexibility of set up location





Summary of Features and Benefits



Built-in Sight lines

© Easy to align with the rod, for faster measurements

Rubber and plastic controls

On't stick in winter, or lose your grip in the wet, so more comfortable to operate





Summary of Features and Benefits



③ Better under vibration, so more stable around machinery

Air damped compensator (AE-7 and AS-2)

© Less influence of magnetic fields for higher accuracy





LL200 Laser Level

- Can be used for the same applications as the Auto-levels
- Is a one person operation saving labor costs and time
- Instant readings at the work place
- Laser, receiver, tripod and rod in one carry case









Marketing Materials





AX-2S/AC-2S/AP-8

Data Sheet available in:

- English
- French
- German
- Spanish
- Italian

Nikon

Automatic Levels









Four page brochure available in English

Nikon

Automatic Levels AS-2/AS-2C AE-7/AE-7C









Service and Warranty





Warranty

- Trimble will continue to offer the same warranty terms as those currently offered by Nikon (until further notice). Note that these terms vary in different countries
- At some point in the future, Trimble will change the terms to be consistent with Trimble's current products







Questions ?



