

For Immediate Release – November 11, 2015

NORAC Ultrasonic Sensor now available as a stand-alone product for crop sensing

SASKATOON, SK – NORAC Systems International, a pioneer in ultrasonic sensors for agricultural applications, announces the availability of the NORAC Ultrasonic Sensor as a stand-alone product. This release is in response to market demand for a sensor that has sufficient clarity to accurately measure crop height and other agronomic data for a variety of applications. NORAC will be demonstrating crop height measurements using their Ultrasonic Sensor at Agritechnica 2015.

“Independent reports have shown a strong correlation between crop height and biomass which makes NORAC’s Ultrasonic Sensor suitable for a variety of applications including mapping crop growth stages, real-time variable rate, and real-time crop biomass detection,” said Danae Armstrong, president. “Reporting plant height is step one of a strategy towards using NORAC sensors for in-crop application and analysis. In the future customers will see additional plant profiling and biomass capabilities.”

The NORAC Ultrasonic Sensor is a sensor designed specifically for the agricultural industry. The initial concept was conceived more than 15 years ago and has developed into a leading high precision technology.

The NORAC Ultrasonic Sensor is capable of reporting the top of the crop, soil, and multiple levels in between simultaneously. One unique feature is the ability to reliably see through the plant matter to the ground. Each NORAC Ultrasonic Sensor contains its own processor capable of performing all computations onboard and outputting a final value to an external device for use in applications requiring distance measurements. It supports the ISO 11783 protocol and data is transmitted in the proprietary range of this specification. The development platform ensures that all settings are easy to configure and verify.

For more information about NORAC’s Ultrasonic Sensor, view the NORAC Crop Height moving display at Agritechnica 2015 in Hall 15 Stand F50.

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**NORAC SYSTEMS
INTERNATIONAL INC.**
3702 Kinnear Place
Saskatoon, SK S7P 0A6 CA
Phone: (+1) 306 664 6711
Fax: (+1) 306 664 6664

NORAC, INC.
Suite 111
6667 West Old Shakopee Road
Bloomington, MN 55438 USA
Phone: (+1) 952 224 4142
Fax: (+1) 952 224 4149

NORAC EUROPE SARL
Rue de l’Hermitage
01090 Guérens FR
Phone: +33 (0)4 26 47 04 42
INFO@NORAC.CA

NORAC 
— TOPCON POSITIONING GROUP —

About NORAC

On June 9, 2015, California-based Topcon Position Group acquired NORAC Systems International Inc., based in Saskatoon, Canada with subsidiary offices in France, Minnesota and Shanghai. Founded in 1974, NORAC pioneered the use of ultrasonic sensing in the development of control equipment for the agricultural industry. NORAC is currently the world's leading supplier of boom height control systems that automatically keep the sprayer boom at the correct distance from the top of the crop or ground. The company has a number of patent and patent-pending technologies that ensure superior performance and improve the efficiency of chemical application equipment. For more information visit www.norac.ca or topconpositioning.com.

About Topcon Positioning Group

Topcon Positioning Group is headquartered in Livermore, California, USA (topconpositioning.com). Its European head office is in Capelle a/d IJssel, the Netherlands (topconpositioning.eu). Topcon Positioning Group designs, manufactures and distributes precise positioning products and solutions for the global surveying, construction, agriculture, civil engineering, BIM, mapping and GIS, asset management and mobile control markets. Its brands include Topcon, Sokkia, Tierra, Wachendorff Elektronik, Digi-Star, NORAC and 2LS. Topcon Corporation (topcon.com), founded in 1932, is traded on the Tokyo Stock Exchange (7732).

Media Contact:

Kathy Shirkey, Marketing Manager
NORAC Systems International
Phone: 763-498-9122
Email: kathy@norac.ca