

Press Release

March 23, 2010

GERMAN DISTRIBUTION RIGHTS GRANTED FOR LEADING BOOM HEIGHT CONTROL TECHNOLOGY

NORAC Systems International is pleased to announce that Geo-konzept GmbH, a leading-edge precision farming supplier in Bavaria, has been granted the rights to distribute NORAC's automatic boom height control technology throughout Germany.

Over the last 12 years, NORAC has seen excellent results with its Spray Height Control system in North America. Recently NORAC has been introducing the technology into Europe with great success and this year opened a European office in France. NORAC's Spray Height Control products are currently available as a factory option on some sprayers in Germany, but up until this point they were not available as an aftermarket product.

According to Danae Armstrong, NORAC's Manager of International Markets, "German farmers have a keen interest in this technology because it helps the operator achieve optimum spray pattern, even dispersion of chemicals, and reduces drift. This combined with their eagerness to adopt new technology were the determining factors in our decision to have a larger presence in the German market."

This technology is relatively easy to retrofit to most sprayer models. There are two versions; the UC4+™ comes complete with a stand alone panel and the UC5™ is an ISOBUS based system that can be operated through a virtual terminal.

With NORAC's Spray Height Control system, sprayer booms automatically follow the contours of the land. The system can automatically control the main lift, slant cylinder, and each wing to keep all boom sections at the required spraying height. Systems are available to suit both rigid and variable geometry style booms.

Patrick Noack, Sales Manager for Geo konzept, stated, "The NORAC Spray Height Controllers are a complementary addition to our existing precision farming product line." Noack adds, "We are excited to be offering a product that will increase spraying efficiency for our customers. The NORAC system will allow the operator to increase travel speeds and extend application time well into the night to take advantage of low wind conditions."

About NORAC Systems International Inc.

NORAC Systems International is the world's leading manufacturer of height control systems for the agriculture industry. Based in Canada, NORAC pioneered the use of ultrasonic sensing in the development of ultrasonic control equipment. For more information, please visit www.norac.ca.

About Geo konzept GmbH

Geo-konzept, founded in 1992, is a leading supplier of GPS and steering technology to the German market. They focus on agriculture and associated applications. Geo-konzept has been representing Trimble in Germany for 12 years. Additionally, Geo-konzept develops and supplies Geographic Information System (GIS) technology and laser scanners for mining applications.

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