Visualization
the KEY to INDUSTRIALIZATION

Ewoud Kopershoek
Chief Marketing Officer - Topcon
SMART ENVIRONMENT

Intelligent Cities
Intelligent Jobsites
Intelligent Factories
Intelligent Farms

GLOBAL DRIVERS

SHAPING the EARTH

IT SPEND OF MANUFACTURING INDUSTRIES
CONSTRUCTION VS. OTHER INDUSTRIES

PRODUCTIVITY

AUTOMATION to accelerate
INITIATIVES

BIM
Automation
Waste Reduction

FEEDING the EARTH

Crops grow on more than one-third of the Earth’s non-ice land.

DEVELOPED SQUEEZE

Over 1000 crop acres are being lost per day in North America and western Europe due to development.

Productivity per acre must continue to increase.
Intelligent Farms
Yield Increase
Waste reduction

INITIATIVES
To accelerate
AUTOMATION

CONNECTED
SOCIETY