****

**Topcon Agriculture introduces an IoT   
Agronomy Application**

*TURIN, Italy – November 14, 2017 –* Topcon Agriculture introduces an IoT Farm Management Information System (FMIS) application for data analytics and visualization, which is designed to leverage existing Topcon hardware to help make farm data analytics easier to use.

“The FMIS application offers advanced product documentation, traceability and connectivity to help farmers become more profitable and leverage their investment in existing equipment,” said Fabio Isaia, CEO of Topcon Agriculture.

The cloud-based platform is designed to offer a centralized hub or repository for both machine and agronomic data to enable data sharing and improve transactional traceability.

Isaia said, “Customers can easily store and share their data with agronomists, crop consultants and trusted advisors. The Topcon Agriculture IoT platform (TAP) applications allow the user to plan, create and design prescription maps utilizing data previously gathered in the FMIS application.

“TAP allows the grower to easily visualize and review in field data at the touch of a button. The result is improved operational efficiency and productivity from both machines and activities in an easy-to-use format, developed from our years of experience in serving professional farmers from around the globe,” he said.

For more information about Topcon Agriculture, visit [topconagriculture.com](http://www.topconagriculture.com/).

**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 Contact:**

Topcon Positioning Group

Staci Fitzgerald

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

+1 925-245-8610