



Magellan Professional sees growth in 2008

—by François Erceau
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ProMark 500

In 2007, Magellan Professional built a solid foundation for an expected banner year in 2008. We anticipate growing Magellan Professional product sales more than 25 % this year.

For more than twenty years, we have been developing innovative technologies and solutions, focusing on marketing the right product, at the right time and at the right price. We believe that customers shouldn't have to pay for features that have little or no value for their needs. Today, Magellan's patented technology enables fast signal acquisition, robust tracking; multiple communication options and an ease-of-use that permits more rapid surveying and data collection for a marked increase in productivity.

L1 and Survey/GIS Leadership—

Magellan Professional has long been the leader in L1 GPS units for the survey/construction industry. In 2007, with the announcement of the ProMark3 RTK, Magellan extended its leadership in the category by making available to surveyors its new L1 RTK system for a cost under \$12,000, approximately half the price of a competing dual-frequency receiver. One of the keys to Magellan's ability to achieve this breakthrough product is its BLADE™ (Baseline Accurate Determination Engine) technology. BLADE uses patented techniques and is the first processing system that uses SBAS ranging and carrier phase measurements in RTK data processing. These SBAS measurements, which are GPS-like, improve satellite geometry to allow centimeter-level accuracy to be achieved in a shorter time compared to GPS-only algorithms. Although other real-time systems use the SBAS correction message to achieve sub-meter positioning, BLADE is the only real-time processing engine using SBAS ranging and carrier phase data in the RTK computation.

Magellan is leading the integration of survey and GIS technologies with the ProMark 3 and ProMark 3 RTK, the first GPS survey equipment in the industry to offer both centimeter accuracy in post-processing and real-time and GIS capabilities in one rugged package. With these solutions, we enable surveyors to offer both survey and GIS data collection services to customers without requiring costly equipment and training investments. We set the standard in single-frequency GPS surveying, and now we've added valuable capabilities that translate to more revenue for surveyors.

Multi-constellation RTK Surveying by Magellan—

Magellan, the originator and patent holder for GPS+GLONASS signal processing, in the first quarter of this year introduced the ProMark 500, a dual-frequency GNSS receiver that processes GPS, GLONASS and SBAS ranging signals to offer land surveyors Magellan's ultimate real-time centimeter-level surveying. We designed the ProMark 500 to be one of the lightest cable-free rovers on the market to provide maximum mobility and flexibility in the field. The embedded Magellan BLADE technology includes patented GPS+GLONASS processing algorithms to ensure enhanced data quality and RTK coverage. BLADE also uses additional advanced algorithms to provide fast initialization, long-range accuracy, compatibility with any GPS and GLONASS reference station, and robust signal tracking.



The ProMark 500 combines high performance with a flexible all-in-one communications system. Each receiver includes a built-in cell-phone module for NTRIP or direct IP real-time corrections via a GSM/GPRS/EDGE; and an optional UHF connection for either a Pacific Crest or Magellan UHF radio. The versatility of this solution means no costly upgrades or need to breakdown the equipment in the field to switch from one configuration to another.

The ProMark 500 is the only survey equipment that features a handheld GPS field terminal ready for navigation and GIS data collection. This field terminal, the MobileMapper® CX, includes a sub-meter GPS receiver plus an open operating system to easily load customized third-party field software. Loaded with the newest version of Magellan's FAST Survey field software, users will find that the ProMark 500 cable-free rover solution is particularly easy-to-use, compact and light in weight for all day on-the-go use. The ProMark 500 is a perfect example of the solutions that only Magellan can effectively

bring to the survey market – accuracy, reliability, ease-of-use and value all rolled up into one.

GIS for Professionals—

Complementing Magellan's line of industry-leading GNSS survey receivers is the MobileMapper product line for professional-grade GIS/GPS data collection. This line, including the MobileMapper CX and new MobileMapper 6, is helping to make professional GIS databases less costly to develop and maintain.

With the just-introduced MobileMapper 6, a rugged, waterproof, handheld GPS/GIS receiver, we are once again filling a market gap in GIS data collection between high-cost devices and consumer-grade products. The MobileMapper 6 fulfills user demand for a low-cost, yet fully professional GPS/GIS field data collector. It appeals particularly to forestry and other natural resource organizations, oil and gas, agriculture, utilities, government agencies, and businesses large and small that need a highly rugged, robust GIS unit that can collect geographic data



with 2-5 meter accuracy in real-time with SBAS corrections.

The MobileMapper 6 is a Windows Mobile 6 open platform; it offers full compatibility with popular GIS software which enables companies to select the GIS software of choice. In addition, unlike PDA devices the MobileMapper 6 is highly rugged for rough-and-tumble business applications. The MobileMapper 6 falls right into our marketing strategy, of offering the professional features associated with more costly GIS/GPS units, at a price competitive with consumer-grade GPS.

Magellan Looking Ahead—

As we look ahead in 2008, Magellan Professional will continue the important initiatives begun in 2007, including accelerating our engineering programs to continue the introduction and development of industry-leading survey products later this year and in the years ahead. We are currently leveraging our new board generation and core technology in different solutions, such as GNSS boards and multi-application sensors. The ongoing aim of our products will be to increase our customers' productivity by offering products that provide the least costly, easiest-to-use way to complete the job with appropriate speed, accuracy, mobility and type of communications required for each type of survey and GIS job. ■