

'Our Product Focus Has Always Be

Pacific Crest Corporation Active in High-Precision Positioning

With a worldwide distribution network it is obvious that Pacific Crest Corporation has quite a lot of customers in the field of wireless communication. In this interview several managers from the organisation share their views concerning the market, competition and the future in wireless communication.

By Sonja de Bruijn



From left to right: Werner Kozel, Mario Gosalvez, John Cameron, Ron Iyemura, and Rick Gosalvez.

What is the goal of Pacific Crest? Has this changed over the years? What is done to reach this goal?

John Cameron, General Manager: "At Pacific Crest, we deliver rugged communications solutions to our customers. We have evolved our kits and products over the last twelve years in an effort to provide the best solution for our customers. As we have grown, we have been able to develop and type-approve radios for countries all over the world."

Rick Gosalvez, Product Marketing Manager: "Our goal is to be an industry leader of wireless technologies in the high-precision positioning market. To help us reach this, the following things are currently being done at a high level: frequent customer contact, advanced R&D, the construction of market solutions, service and support."

What can you say about competition? What makes Pacific Crest different from its competitors?

Rick Gosalvez: "We believe Pacific Crest's differentiating characteristics are: service, support, and reliability in the field. Compatibility is another major differentiator since our radios are already compatible with most systems out in the field."

In which markets or segments is Pacific Crest mainly active? Which new segments would you like to reach and why?

Ron Iyemura, Sales Manager – Asia: "Pacific Crest is mainly active in the GPS surveying market by providing data links for precision differential signal transmission."

Rick Gosalvez: "The high-precision positioning market is Pacific Crest's main market. This market's main trend leans towards con-

venience-oriented solutions. Customers want longer range, more flexibility, more reliability, and easier setup. Machine control and off-shore markets are growing market segments for Pacific Crest."

Who are your partners and which products are developed in cooperation with these partners? What about future partnerships?

Cameron: "Pacific Crest continues to work with major OEMs and dealers alike in an attempt to provide them with what the market needs. We have developed internal radios at the pcb level for our major OEM customers as well as complete solutions at the box and accessory level for our dealers."

Which trends do you see in wireless data communication? What does the future look like?

Iyemura: "In general, we see the need for programmable products that maximize the value for the customer."

Cameron: "Wireless communications are the most successful when the product is completely transparent to the user; meaning that the product works and does not require regular maintenance. We believe that we develop products in anticipation of customers needs before they know that they need it."

Rick Gosalvez: "Current trends in the various wireless data communication industries are: product-integration, standard-based products – movement towards increased range, flexibility,

Pacific Crest Corporation (www.pacific-crest.com) gets its name from the beautiful and majestic trail located in the Sierra Nevada Mountains. The Pacific Crest headquarters and primary facilities are located in Santa Clara, California. These offices provide design, quality assurance, sales, shipping, and customer support. Pacific Crest maintains a sales office in Europe, as well as a worldwide network of reseller agencies to serve customers around the world. Service and support is available at Pacific Crest service centres in Europe, Asia, and North America.

en Compatibility and Ease of Use' ng Market

and compatibility. Future products will exhibit the following qualities: increased power and flexibility, smaller, easier to use, and consuming less power."

What are the advantages and disadvantages of radio frequency?

Iyemura: "The advantage of a stand-alone radio link is that you can use it anywhere without dependency on a pre-established infrastructure. It also provides the most accurate solution. The disadvantage of UHF -the most popular RTK solution- is that it is prone to interference, especially in populated areas."

Werner Kozel, Senior Manager over Engineering and Customer Service: "An advantage of narrow band radio frequency technologies is that these technologies offer longer range with better propagation than most spread spectrum radios. However, a license is required prior to operation of narrow-band systems."

Rick Gosalvez: "Radio frequency users are the beneficiaries of many useful advantages, such as mobility (flexibility), range, lower installation costs, and easier maintenance. Access to these advantages requires the right equipment and a continual power source. All users must adhere to regional regulatory compliance."



Pacific Crest's machine control product, Sitecom, with two mounting options.

In December 2004 Trimble acquired Pacific Crest. What influence did and does this have on Pacific Crest's strategy and/or products?

Cameron: "Trimble purchased Pacific Crest for its capabilities and accordingly has encouraged us to continue with our business model and plans."

Rick Gosalvez: "Pacific Crest's incorporation into the Trimble family is a positive thing and allows Pacific Crest to better serve the market. The merger gave us access to additional resources, financial support, and access to more industry experts."

Initially planned in October 2005 but opened late Q1 2006 there now is an Authorized Service Centre in China. What effect does this have on the customer? What can you say about the Asian market in general?

Iyemura: "The Asian customer base receives faster repair service and we believe this develops satisfied customers. The Asian market place is growing very fast and we are aiming at supporting this."

Kozel: "The repair centre means quicker turnarounds on product repairs and increased customer service for customers in that region of the world. Generally, customers living in Asian countries are used to a higher standard of customer service than can realistically be achieved by shipping everything back to the United States, which is counterproductive."

Looking at America, Europe and Asia; what can you say about things like adaptation of the technology you are offering, the saturation of these markets and which market means "booming business" to you?

Aldert Kluff, Sales Manager Europe: "There are many alternative technologies to RTK: spread spectrum, UHF, GSM/GPRS, and many others. Our goal is to be compatible with many of these existing technologies in order to satisfy the survey market. Pacific Crest is primarily involved in the survey industry with new regional markets in Europe, the Middle East, Asia, and Russia; which all have grow-

ing economies. As these regions' economies continue to grow, more infrastructure and surveyors will be needed, which could mean an increase in radio sales. Basically, as these areas grow; Pacific Crest grows. Our business is inextricably tied to the growth of these countries. Pacific Crest is just one part of the surveying solution and it is our goal to be compatible with many of these other solutions."

Mario Gosalvez, Sales Manager – Americas: "South America is beginning to open up more for RTK solutions. The efficiencies that RTK provides a North American user are beginning to be recognized in South America."

Are your products Galileo compatible?

Rick Gosalvez: "Yes, because the radio will pass forward any information it is given independent of the corrections a device is receiving. In order to accommodate the additional bandwidth of Galileo satellite corrections, users have to use proper radio configuration. Pacific Crest's radios are compatible with anything that can be sent. You simply have to have two Pacific Crest radios properly configured on either side, make sure they are on the same frequency, and then you are ready to go."

Is there anything you would like to add, perhaps a message to our readers?

Rick Gosalvez: "The high-precision market requires the integration of technology. This market is already exhibiting signs towards product integration that simplifies system complexity and improves user flexibility. Thanks to new and innovative products that allow for much easier integration, system integrators now have much more flexibility to customize their systems according to their field requirements."

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