

## **Leica Geosystems to Crown Best Dozer Operator of 2008 During CONEXPO-CON/AGG - Leica PowerGrade Challenge Set to Steal the Show**

*Job site interactive simulation transforms the showroom floor, putting industry professionals into the driver's seat of the latest technologies reshaping the face of the construction industry.*

Norcross, Ga. ([PRWeb](#)) February 22, 2008 -- For the first time, attendees to CONEXPO-CON/AGG, the industry's largest equipment and technology exhibitions, will have an opportunity to participate in the [Leica PowerGrade Challenge](#), an amazingly realistic, simulated environment uniquely designed to demonstrate an accurate analysis of the productivity and unit cost improvements associated with the adoption of Leica machine control technology.

Rich Calvird, Product Marketing Manager for Leica Geosystems, says, "We're changing the face of show floor exhibits, bringing the construction site to the fingertips of the industry. Through this interactive job site experience, attendees can evaluate and compare productivity benefits by actually performing simulated job site activities with both conventional manual and automated methods. This is a truly exciting first look into equipment and technology demonstrations of the future."

Participate in the Leica PowerGrade Challenge during CONEXPO-CON/AGG, March 11-15, 2008 in Las Vegas, Nevada, at booth # (S-16805). The daily winner of the PowerGrade Challenge will receive a Leica PowerBlade 2D indicate machine control system valued at \$4,000 or credit towards a Leica 2D PowerGrade system.

Leica Geosystems – when it has to be right

With close to 200 years of pioneering solutions to measure the world, [Leica Geosystems](#) products and services are trusted by professionals worldwide to help them capture, analyze, and present spatial information. Leica Geosystems is best known for its broad array of products that capture accurately, model quickly, analyze easily, and visualize and present spatial information.

Those who use Leica products every day trust them for their dependability, the value they deliver, and the superior customer support. Based in Heerbrugg, Switzerland, Leica Geosystems is a global company with tens of thousands of customers supported by more than 2,400 employees in 22 countries and hundreds of partners located in more than 120 countries around the world. Leica Geosystems is part of the Hexagon Group, Sweden.

For further information please contact:

Leica Geosystems Inc.  
Andre Ribeiro  
Director of Marketing  
Leica Geosystems Inc.  
Atlanta, GA 30092  
United States  
Phone: + (770) 326-9557  
E-mail: [andre.ribeiro @ leicaus.com](mailto:andre.ribeiro@leicaus.com)  
Web Site: [www.leica-geosystems.us](http://www.leica-geosystems.us)

###

**Contact Information****Andre Ribeiro**

Leica Geosystems

<http://www.leica-geosystems.us>

770-326-9557

**Online Web 2.0 Version**You can read the online version of this press release [here](#).**PRWebPodcast Available**[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)