

# A New Star is Rising from China:

Introduction of KOLIDA instrument



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**KOLIDA** Instrument Co. Ltd  
2011-5



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- **Company profile**
- Product line
- Position & Effect in International market
- Outlook for 2011

# 1

## Company profile

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Established in **1989**

Till 2010 more than **4000** employees

Started producing **distance meter** in **1991**

The first **electronic theodolite** in **1994**



# 1

## Company profile

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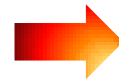
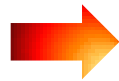
Start producing **total station** since 1995





# 1

## Developing history of total station



### NTS-202 (1995)

The 1<sup>st</sup> total station in China. No onboard survey programs, very limited memory space.

### KTS-470RC (2011)

Dual axis compensation

350m Non-Prism

5-8 km by prism

Windows Operation system

SD card data storage

### NTS-320 (2002)

The really practical model common and good



### KTS-440 (2004)

The first Chinese total station which has absolute encoding disc

### KTS-440R (2008)

200m Non-prism measurement range

# 1

## Company profile

Till 2011, KOLIDA has 5 factories in 4 cities.



Total Station and Theodolite  
Beijing city



Laser Level and Prisms  
Wuhan city



**KOLIDA** 科力达



Head Office and GPS,  
Guangzhou city



Total Station & Distance Meter  
Changzhou city



Levels and Accessories  
Changzhou city

# 1

## Company profile

- 450+ distributors in China



150+ KOLIDA image shop and service center



# 1

## Company profile

Distributors spread over **65** countries and areas,  
exhibit in various professional expos.



SMOPYC2011, Spain  
April, 2011



Geomatics 2011, Iran  
May, 2011



# 1

## Company profile

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Ankara Assembly, Turkey  
April, 2011

GeoSiberia, Russia  
April, 2011



# 1

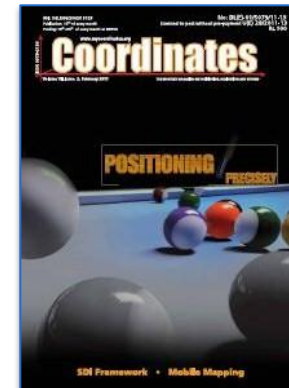
## Company profile

National Exhibition and Conference in China, 2010.



# 1

## Company profile



Advertises in various international publications.

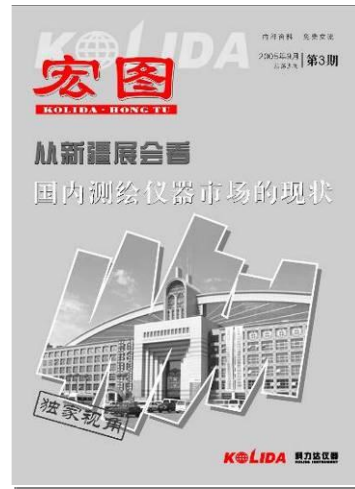
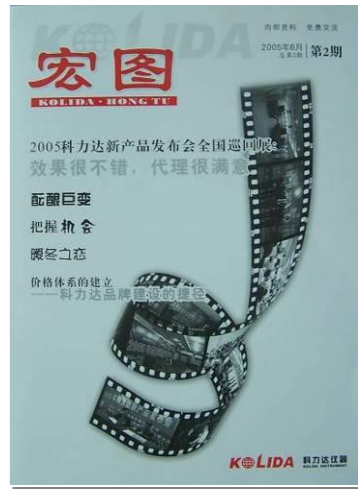


# 1

## Company profile



KOLIDA newsletter and magazines freely sent to **800** resellers & **25,000** final users each month.





# Contents

- Company profile
- **Product line**
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# 2

## Product line

- Total station

KOLIDA total stations are equipped with Absolute encoding disc and dual-axis compensator, distance measurement accuracy **2mm+2 ppm**.



**KTS-440L**  
Meas. **5km**  
by 1 prism



**KTS-440R**  
Non-prism  
meas. **350m**



**KTS-440RC**  
Non-prism  
meas. **350m**  
With **SD** card



**KTS-580R**  
Non-prism meas. **350m**  
Windows Operation System  
Multi-data transfer interface  
3 rd party software support



**KTS-470RC**



# 2

## Product line

- Electronic Theodolite

Absolute encoding disc

Angle measurement accuracy 2"/5"

Laser pointer and laser plummet(optional)



- Auto Level

Excellent shockproof design.

Magnetically-damped compensator.



G style  
(Metal body,new compensator)



A style



B style



C style



E Style

# 2

## Product line

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- Digital Level

2mm/ 1mm/ 0.7 mm accuracy model optional.  
Easy to use, press 1 key to take measurement.  
Various onboard program.  
Measurement value digital reading, less mistake.  
Building memory (20,000 points) and SD card storage  
Multi-language supported



- Lasers



Laser Level



Laser plummet



Crossline laser

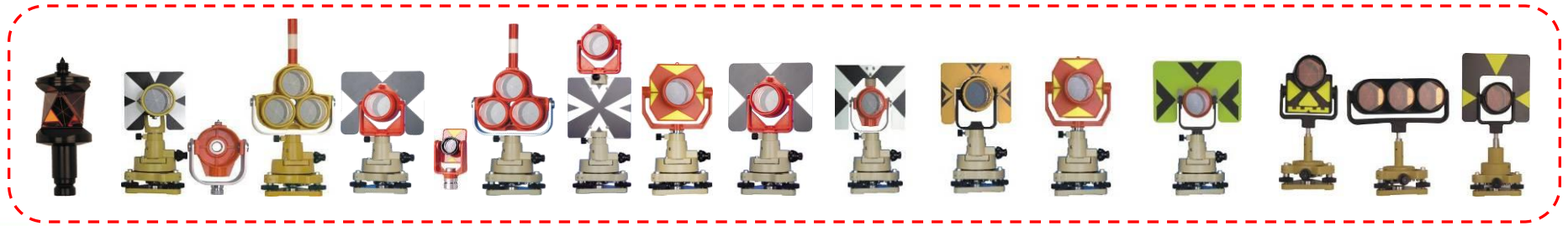


Laser distancemeter

# 2

## Product line

- Prisms & Accessories





# 2

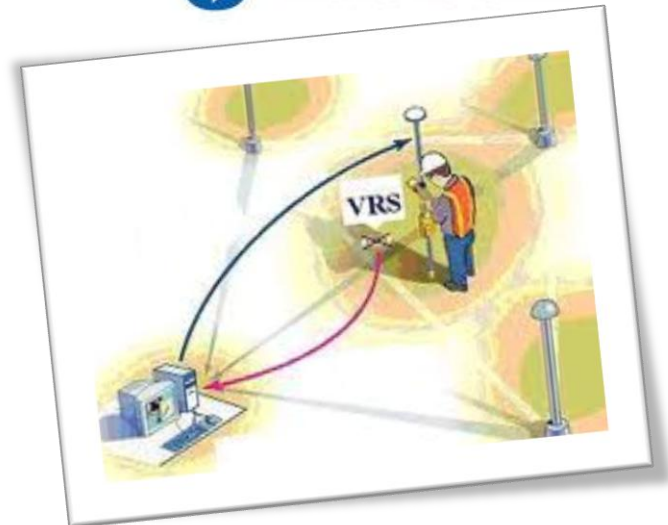
## GNSS product



RTK receiver S82/ S86 series

220 Channels  
Multi-Constellation GNSS Support  
Proven Maxwell 6 technology  
Centimeter level positioning accuracy

Dual  Bluetooth™





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- Company profile
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# 3

## Position & effect in market

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- Total station

7,700 units sold in 2010.  
Ranked **No.1** in China



50% sales from Reflectorless model, 20% from Windows model

# 3

## Position & effect in market

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- Theodolite

**14,000** units sold in 2011.  
Ranked **No.1** in China





# 3

## Position & effect in market

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- Auto level

39,000 units were sold in 2010.



# 3

## Position & effect in market

- GNSS Product (KOLIDA & SOUTH brand)

13,000 units sold in China, 2010.

800 RTK sold in international market

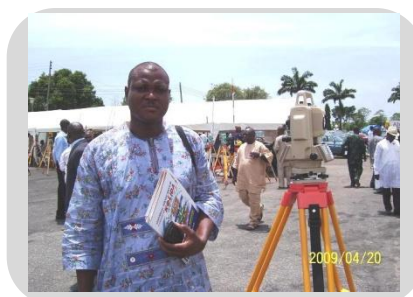
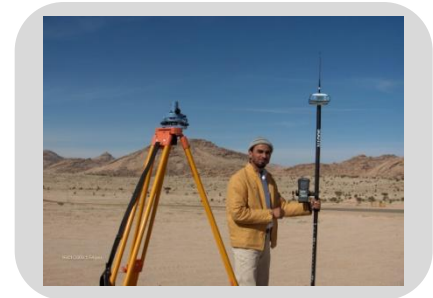
**No.1** in China



# 3

## Position & effect in market

The Applications in the world: more than 70 countries and Area.





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# 4

## Outlook for 2011

- More focus on customer care

Regularly visit KOLIDA overseas distributor and end user



(Regional distributor meeting for South America, Peru, 2010)

# 4

## Outlook for 2011

- More focus on technical support

More graduates (Surveying or GIS major) joined to KOLIDA  
**30** new technicians for domestic team  
**3** for overseas sales team



# 4

## Outlook for 2011

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- New Product
- KTS-470RC, 0.7/1mm-accuracy Digital level got into market in 1<sup>st</sup> quarter of 2011.



- 500m Non-prism total station, new auto level will be ready in the second half of 2011.
- KOLIDA Robotic total station is developing, sample unit will be shown in December 2011.

# 4

## Outlook for 2011

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China will become the world-class production center of surveying equipment. (All of the international instrument manufacturer set factory in China already)

With Chinese instruments, all of the surveyors will be able to reduce the purchasing cost and improve the effectiveness of their work.

KOLIDA and other reputable Chinese manufacturers will prove that Chinese instrument is reliable and practical. We hope that you can have a good experience with our products.



**Thank you!**