



Trimble Announces Keynote Speakers for 5th International User Conference

Trimble Dimensions 2010 - Converge, Connect and Collaborate

SUNNYVALE, Calif., Sept 30, 2010 /PRNewswire via COMTEX News Network/ -- Trimble (Nasdaq: TRMB) announced today the keynote speakers for its Trimble Dimensions 2010 - *Converge, Connect and Collaborate*. The international user conference, which will be held November 8-10 at the Mirage Hotel in Las Vegas, provides insight into how the convergence of technology can redefine the way surveying, engineering, construction, mapping, GIS, geospatial, utilities, and mobile resource management professionals connect and collaborate to achieve success.

Creating and Delivering Value through Convergence. Steve Berglund, Trimble president and CEO, will discuss how the rapid advancements in technology and processes have created an environment of convergence. With the unrelenting pace of change and competition today, creating and delivering value through innovation is more important than ever for businesses. To survive and prosper, organizations not only need to formulate effective growth strategies but also implement and execute them as well. Maximizing value through innovation can be fundamental to identifying new growth opportunities, increasing productivity, saving money and gaining a competitive edge.

Creating a Blueprint for Connecting. Keith Ferrazzi, a leading expert on relationship development, will share his insight into how you can create a blueprint for developing "lifeline relationships" with colleagues, professional contacts, and friends who can offer the guidance, encouragement and accountability needed to succeed at daily objectives and long-term goals.

Ferrazzi is the author of "Who's Got Your Back, The Breakthrough Program to Build Deep, Trusting Relationships That Create Success - and Won't Let You Fail," a #1 New York Times, Wall Street Journal, and Amazon bestseller. He has been credited for transforming professional networking with his first book, the best-selling "Never Eat Alone," which shared the secret of his impressive climb to the top: deep generosity, powerful marketing acumen, and a remarkable ability to connect with others. Never Eat Alone has been recognized by Forbes as one of "the best business books" annually since 2005.

Keys to Exploring New Frontiers - Experience, Innovation and Collaboration. Dr. Steve Squyres, a Goldwin Smith Professor of Astronomy at Cornell University in Ithaca, New York, uses his Mars Exploration Rover (MER) mission experience to discuss key aspects of management techniques such as innovation, creativity, and teamwork to create an environment of success. Dr. Squyres is the principal investigator for the science payload on the MER Project, and is a former student of the late Carl Sagan. Dr. Squyres has participated in many of NASA's planetary exploration missions. His book, "Roving Mars: Spirit, Opportunity, and the Exploration of the Red Planet" (2005) became a Disney IMAX film narrated by Dr. Squyres and the late Paul Newman.

Attendees will have the opportunity to network with key industry leaders, build partnerships, develop new contacts, discuss opportunities, and discover how to overcome challenges in today's competitive business environment.

Attendees of Trimble Dimensions 2010 can:

- Gain insight from keynote presentations delivered by the industry's most respected leaders and innovators
- Explore the strategic shifts in the convergence of positioning technologies
- Engage in comprehensive and unbiased knowledge sharing with more than 350 sessions - from keynotes to breakout sessions to hands-on training - across multiple tracks focused on professional and business needs
- Visit the Dimensions Partner Pavilion, where Trimble and its partners will showcase and demonstrate their latest innovations
- Meet and compare notes with colleagues and potential business partners throughout the industry
- Choose from hundreds of designated educational sessions that qualify for career-advancing Professional Development Hours

The conference will also include an off-site demonstration and training area plus a Partner Pavilion that will showcase the complete suite of Trimble construction, survey, engineering, aerial and mobile mapping, GIS, utilities, infrastructure, mobile computing, forestry and agriculture solutions, including products from Accubid, Applanix, Meridian Systems, Pacific Crest and QuickPen. Highlighted solutions and technologies will include GNSS; total stations; field computing and data collection; 3D scanning; pre-design construction planning; 3D visualization; Building Information Modeling (BIM); construction project management; aerial mapping; wireless communications; data transfer; field and office software; and smart grid applications. Other technology providers who are Trimble partners will participate to extend the conference's range of products and applications.

To find out more about Dimensions 2010 speakers, sessions, registration and other details about the conference agenda, visit: www.trimbledimensions.com.

About Trimble

Trimble applies technology to make field and mobile workers in businesses and government significantly more productive. Solutions are focused on applications requiring position or location - including surveying, construction, agriculture, fleet and asset management, public safety and mapping. In addition to utilizing positioning technologies, such as GPS, lasers and optics, Trimble solutions may include software content specific to the needs of the user. Wireless technologies are utilized to deliver the solution to the user and to ensure a tight coupling of the field and the back office. Founded in 1978, Trimble is headquartered in Sunnyvale, Calif.

For more information, visit: www.trimble.com.

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