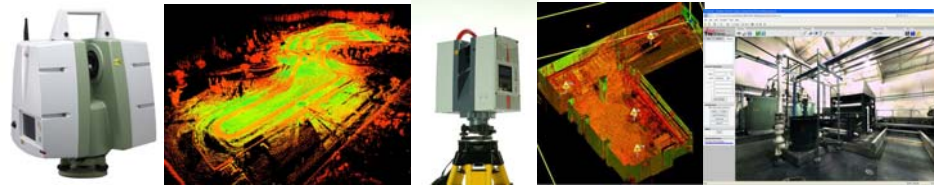


## General Agenda



### 2009 Leica Geosystems Worldwide HDS User Conference “Leveraging HDS tools for maximum success in today’s economy”

**Conference Objective:** Increase user success by sharing information & networking  
**Where & When:** Marriott Hotel, San Ramon, CA (San Francisco Bay Area); Oct. 25-29, 2009  
**Who:** Intended for Leica Geosystems HDS customers and Selected Invitees

#### Overview

Topic timeliness is center stage for 2009, as you learn how to better leverage your HDS tools to **maximize your success in today’s economy** – the conference theme. Topic timeliness combines with high quality content and extraordinary openness from a wide range of users & Leica experts to deliver significant business value to attendees for a variety of applications & markets. Networking will also be a top priority so that attendees can reap the benefits of contacts long afterwards.

An outstanding roster of speakers is in place, featuring many of today’s most progressive HDS users from all types and sizes of organizations around the globe; almost half of the speakers are from outside the USA. Many organizations in HDS consider this a “must do” conference based on its proven business value; conference attendance is expected to be >200 attendees.

#### Schedule

**Oct. 25** – Sunday evening **Welcome Reception** at San Ramon Marriott. Optional ½ day, hands-on HDS **workshops** in the morning and afternoon (see below and separate pdf).

**Oct. 26 – 28 - Main conference** for all attendees. Forty (40) presentations, featuring mostly HDS users plus some Leica Geosystems experts. Many user presentations focus on projects that showcase today’s newest markets & applications, most efficient field & office workflows, and latest business tips. Leica presentations cover key product, technical and business updates & insights.

- Case studies – HDS workflows, project metrics, deliverables, business insights:
  - Plant & facilities, including 3D intelligent models, fabrication QA, web portals
  - Civil & infrastructure, including cell towers, subsurface mapping, everyday use
  - Buildings & architecture, including BIM, GSA and construction QA
  - Heritage and archaeology: a rapidly growing market & sweet spot for HDS
  - Forensics: crime scene and other apps
  - Mobile scanning: applications and how to integrate HDS phase scanners
  - QA/QC procedures
- **New Leica ScanStation C10** – detailed insights into this breakthrough, all-in-one scanner
- BIM, heritage, and Asset Management markets: how much real opportunity for HDS is there today in these three markets and how can you seize it?
- TruView: Usage is exploding, see how others are taking maximum advantage
- Integrating HDS data with other data types
- Latest **HDS software** updates, including new 3DReshaper (meshing) and ForensicMap Pro
- Using freeware to create great animations while minimizing file sizes

- “Management Perspective” from Senior Leica Geosystems Executive
- Other planned topics include: Cyclone’s “Hidden Gems”; useful accessories & 3rd party software; using Cyclone for mobile scan data; and, inputs for future HDS product enhancements (this latter, closed-door session is for HDS customers only).

**Oct. 26-28<sup>th</sup> - Leica Geosystems “Experts’ Desk” + Five Other Exhibitors:** Adjacent to main presentation room, attendees can interact one-on-one with Leica HDS experts. Other exhibitors include Leica’s Airborne Sensor products, Leica’s Geomatics products, and Technodigit 3DReshaper meshing software for point clouds, Hexagon Metrology, and CyArk.

**Oct. 29<sup>th</sup>** – Optional 1/2-day, hands-on HDS **workshops** (see below and separate pdf).

**Other Conference Highlights:**

- Luncheon keynote speaker: Dr. Dieter Fritsch, Univ. of Stuttgart, former Leica Geosystems board member and current Apple board member
- Extensive networking opportunities, including VIP’s such as Ben Kacyra, Cyra founder
- Evening social & dinner event, Monday, Oct. 26, 2009
- Extensive coverage and editorial exposure with leading trade press/media
- “Plan contest”: HDS deliverables displayed during the conference & winners recognized
- DVD set of all presentations (for registrants only)
- Outing, Oct. 24<sup>th</sup> (golf; contact Joel Hurt: [joel.hurt@leicaus.com](mailto:joel.hurt@leicaus.com); +1 925 790 2371)

**Accommodations:** Marriott, San Ramon is host hotel, with a special conference rate. Limited availability; [www.marriott.com](http://www.marriott.com), group code LEILEIA or call 1-800-228-9290 or 1-925-867-9200 and refer to “Leica Geosystems User Conference”.

**Registration:** Individual conference registration includes conference attendance, sponsored meals, and materials.

	<b>Early Registration (Until Sept. 25)</b>	<b>Late Registration (Sept. 26 or after)</b>
<b>Main Conference</b>		
Leica Geosystems HDS customers	\$495.00 per person	\$595.00 per person
Leica Geosystems HDS customers with universities	\$245.00 per person	\$295.00 per person
Session speakers and press/media	No cost	No cost
Special invitees, inc. non-HDS customers	\$695.00 per person	\$795.00 per person

**HDS Workshops at Leica Geosystems office near Marriott hotel**

- 1/2-day Hands-on Workshop, a.m., Oct. 25, “Registration & geo-referencing - intermediate” \$195
- 1/2-day Hands-on Workshop, a.m., Oct. 25, “PUBLISHER and TruView – advanced topics” \$195
- 1/2-day Hands-on Workshop, p.m., Oct. 25, “Civil workflows, inc. topo & quantities” \$195
- 1/2-day Hands-on Workshop, p.m., Oct. 25, “Plant workflows - intermediate” \$195
- 1/2-day Hands-on Workshop, a.m., Oct. 29, “Cyclone latest features, tips & tricks” \$195
- 1/2-day Hands-on Workshop, a.m., Oct. 29, “ScanStation setup & traversing ” \$195
- 1/2-day Hands-on Workshop, p.m., Oct. 29, “Registration & geo-referencing - intermediate” \$195
- 1/2-day Hands-on Workshop, p.m., Oct. 29, “Cyclone latest features, tips & tricks” \$195 (sold out)

**How to Register**

Via website: <http://www.leica-geosystems.com/hds> or contact Angelique Ortega, Leica Geosystems HDS, [HDSconference@lgshds.com](mailto:HDSconference@lgshds.com); tel 1-925-790-2318; fax 1-925-790-2309.

**Speakers:** Conference registration fees are waived for all speakers, including back-up speakers. If interested in being a speaker or back-up speaker, contact Geoff Jacobs, [geoff.jacobs@lgshds.com](mailto:geoff.jacobs@lgshds.com) (tel +1 925 790 2317).