



MINExpo 2012



Komatsu at MINExpo 2012





Making a Splash at a World-Renowned Mining Exhibition



Komatsu was a primary exhibitor at MINExpo 2012 in Las Vegas in the United States. The largest MINExpo in history ran from September 24 to 26. The show attracted over 50,000 attendees with 1,860 exhibitors from over 36 countries. The Komatsu exhibit spanned 2,787 m² (30,000 ft²) indoors at the Las Vegas Convention Center. Over 70 Komatsu and Modular Mining Systems, Inc. (MMS) employees from around the world spent the three show days with customers answering questions and highlighting the products and services Komatsu offers.

Featured machines included such dump trucks as the 960E, 730E and HD785, as well as the D375 bulldozer, the PC4000 hydraulic excavator and the WA900 wheel loader.

All machines were accessible, allowing customers to sit in the cabs and closely inspect the machines. MMS monitors were also installed to showcase the benefits of those systems. The 730E dump truck featured an in-cab demonstration of the newly introduced Kom-VISION operator awareness system. This system utilizes a combination of radar and cameras to give the operator a virtual 360-degree view all around the machine.

The focal point of the exhibit was a presentation theater with seating for 64 attendees and standing

room for over 150 additional viewers. A live presenter narrated the 15-minute program featuring video footage of customers, working machines and Komatsu factories from Africa, Australia, Europe, North America and South America. Customer interviews allowed the audiences to hear the advantages of working with Komatsu.

Those fortunate enough to have a seat for the show felt the rumble and shake of working machines thanks to equipment built into the seating platform and synchronized with the machine video and special graphic effects.

A Solutions Workshop featured a 25-seat environment where Komatsu staff presented eight



PC4000 hydraulic excavator showcased at MINExpo 2012



Attendees had fun having their photo taken inside the bucket of the PC4000.

classes on topics ranging from FrontRunner Autonomous Haulage to Dual Bushing Undercarriage to Application Engineering. Twenty-four sessions were conducted, demonstrating the depth of the experience customers can expect from Komatsu.

MMS used their dedicated area of the exhibit to showcase their IntelliMine[®] suite of products including new offerings such as FastFeedback[™] and FatigueAlert[™].

Komatsu Parts and Service used their time with customers to discuss the benefits of parts availability and custom-engineered products as well as instantly connect customers with Technical Service Representatives if requested. KOMTRAX Plus experts were also on hand to brief attendees on the features and benefits of their system.

Interactive displays and digital signage demonstrated Komatsu's focus on technology leadership. Custom-designed interactive stations allowed attendees to view videos on KOMTRAX Plus, Kom-VISION, Trolley Assist, Autonomous Haulage, MMS IntelliMine[®] and Machine Rebuilds. Large video monitors at each machine presented an overview of technical specifications, video footage of the machines working at customer

locations and a Quick Response (QR) code link to additional information, video and photos.

Beyond the exhibit floor, Komatsu staff had additional opportunities to interact with attendees. Executives from Komatsu America Corp. presented their outlook for the future to 180 attendees at an Analyst's Meeting. Specially designed conference rooms were provided for smaller meetings in a quiet environment. Customer appreciation events were held on two evenings including a party at Margaritaville on the Las Vegas Strip, attended by nearly 1,000 customers, as well as an executive appreciation dinner for mining executives from around the world.

The next MINExpo will take place in 2016 in Las Vegas.



Solutions Workshop

About MINExpo 2012



- **Date:** September 24–26, 2012
- **Venue:** Las Vegas Convention Center, Las Vegas, Nevada, United States
- **Exhibit space:** More than 78,000 m² (850,000 ft²) of indoor and outdoor space
- **Exhibitors:** 1,860 exhibitors from over 36 countries
- **Attendees:** More than 50,000
- **Komatsu booth:** More than 2,700 m² (30,000 ft²) exhibit space indoors
- **Featured machines:** 960E, 730E and HD785 dump trucks; D375 bulldozer; PC4000 hydraulic excavator; WA900 wheel loader

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We welcome any comments from readers via email:
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