

**CONEXPO-CON/AGG 2014**



# Komatsu Features “Innovative, Intelligent, Integrated” Products and Services at CONEXPO-CON/AGG 2014

**K**omatsu was a primary exhibitor at the CONEXPO-CON/AGG 2014 trade show held from March 4 to 8 at the Las Vegas Convention Center in the U.S. city of Las Vegas, Nevada. The show is held every three years and attracted nearly 130,000 attendees from 170 countries. More than 2,000 exhibitors showcased their products both indoors and outdoors in over 218,320 m<sup>2</sup> (2.35 million ft<sup>2</sup>) of exhibit space. The centrally located, indoor Komatsu exhibit spanned 3,716 m<sup>2</sup> (40,000 ft<sup>2</sup>). Over 100 Komatsu employ-



Customers on video commenting on intelligent Machine Control (iMC) bulldozers

ees mainly from across the United States and Canada spent the five show days with customers answering questions and highlighting the products and services Komatsu offers.

Under the theme of “innovative, intelligent, integrated,” a total of 24 construction, forklift and forestry machines were on display ranging in size from the FH45 forklift truck to the PC490LC hydraulic excavator, HD605 rigid dump truck and WA500 wheel loader. All machines were accessible via custom-built staircases that allowed attendees to experience the cabs and closely inspect the machines. A cutaway model of a Tier 4 Final/EU Stage IV-compliant engine was also available for examination by attendees. Komatsu experts explained the operation of the latest engine series.

## Highlighting a Full Line of intelligent Machine Control Equipment

Also featured was Komatsu’s full line of intelligent Machine Control (iMC) units including the

D37PXi, D39PXi, D51PXi and D61PXi bulldozers and PC210LCi hydraulic excavator. iMC experts from Komatsu and many North American distributor locations were available to answer customer questions on this new and innovative lineup being introduced in the United States and Canada. Separate cab monitor displays were on stands near the machines to showcase the features and graphics accessible to machine operators.

The highlight of the iMC display was an enclosed theater offering a seven-minute, multimedia production. Four Komatsu customers with experience on the D61PXi were featured in a multi-screen video. They explained how these intelligent machines and this technology are changing their business for the better and giving them advantages over their competition.

The presentation environment was the most unique theater at CONEXPO-CON/AGG. Up to 60 attendees stood on tiered platforms for an elevated viewpoint. A D37PXi was positioned inside the theater with live trees and over 23 tonnes (25 U.S. tons) of real rock and gravel, recreating a realistic looking job site. The multimedia technology featured a 2.4-m x 12.2-m (8-ft x 40-ft) LED video screen with dramatic imagery of iMC bulldozers captured at customer job sites and the Komatsu America Corp. (KAC) training and demonstration facility in Cartersville, Georgia. The customers appeared life-size on vertical 2.3-m (90-in) video monitors. Extensive lighting allowed for changing the mood of the theater from night to day during the presentation.



Main Theater

## Customer Testimonials for Komatsu Equipment

The entry to the entire Komatsu exhibit featured a Main Theater presentation every half hour. This theater provided seating for 64 attendees and standing room for over 150 additional viewers to watch the video displayed on a 3.7-m x 15.2-m (12-ft x 50-ft) LED screen. A live presenter narrated the 12-minute program featuring customers from many regions of the United States and Canada. The customers offered their feedback on how Komatsu helps their businesses operate more efficiently and profitably. Video footage of working machines accompanied the narrator and customers, demonstrating the complete line of Komatsu equipment at a wide variety of job sites. Those attendees fortunate enough to have a seat for the show felt the rumble and shake of the working machines thanks to equipment built into the seating platform and synchronized with the machine video and special graphic effects.

The KAC production crew travelled across North America during a six-month timeframe to



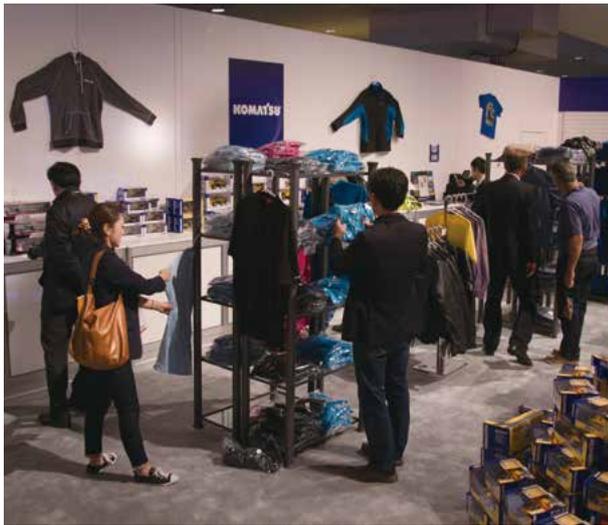
capture video footage of machines and interview customers. Locations varied from forestry operations in the Pacific Northwest to demolition sites in the U.S. state of Texas and housing developments in Alberta, Canada.

Attendees watching the entire Main Theater production were offered a complimentary construction-orange baseball cap. The success of this promotion was clearly evident by the large numbers of hats seen on attendees throughout the CONEXPO-CON/AGG exhibits and on the streets of Las Vegas.

### Something Extra for Fun

Attendees also had a chance to have some fun by having their photo taken at the back of an HM300 articulated dump truck holding large foam rocks. The photos were made available for download from the KAC website.

The Company Store offered a wide range of



Company Store

promotional items for sale including scale models, hats, shirts and sweatshirts. The store was very popular with the crowds at the show and many attendees were observed leaving with several bags of merchandise.



Attendees take a fun photo.

### VIP Participation in Events

Beyond the exhibit floor, Komatsu staff had additional opportunities to interact with attendees. Mr. Rod Schrader, KAC chairman and CEO, presented KAC's outlook for the future to 180 attendees at a meeting specifically for industry financial analysts. Mr. Schrader and Vice President of Marketing Richard Smith also made a presentation to representatives from the trade press.

Specially designed conference rooms were provided for smaller meetings in a quiet environment. Customer appreciation events, which were hosted on two evenings at restaurant locations on the Las Vegas Strip, were attended by over 1,500 persons.

CONEXPO-CON/AGG was declared a success by Komatsu, all members of which appreciated the opportunity to interact directly with the thousands of customers who visited the exhibit and other events. Customer contact information and leads gathered during those visits were relayed promptly to Komatsu distributors, who were able to make direct contact with the customers in their areas after the event.

For more information on CONEXPO-CON/AGG, please visit the website:

<http://www.conexpoconagg.com/>

### Machines on Display

intelligent Machine Control Dozers	D61PXi
	D51PXi
	D39PXi
	D37PXi
Crawler Dozers	D155AX
	D65EX
Hydraulic Excavators	PC490LC
	PC240LC
	PC228USLC
	PC170LC
	PC138USLC
Compact Excavators	PC88MR
	PC55MR

Hybrid Excavator	HB215
intelligent Machine Control Hydraulic Excavator	PC210LCi (prototype)
Articulated Dump Truck	HM300
Rigid Dump Truck	HD605
Wheel Loaders	WA600
	WA500
	WA380
	WA320
	WA270
Forestry Machine	PC390LL
Forklift Truck	FH45

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