

STONEX

Meeting Exact Needs



A newcomer to the field of surveying instruments, Stonex has quickly attained a position from which it can offer a rich and well-rounded line of products that follow new market trends. To reward excellent reception for these in a continually growing number of countries, Stonex has begun promoting worldwide events, this year it is the main sponsor of Forward Racing Team, Motorcycle Racing World

Championship, class Moto2.



Stonex was founded in 2007 in Hong Kong with an original mission of distributing surveying instruments. The initial efforts of the team, then a very small one, were devoted solely to this task. They were amazed at the positive reaction of early customers, and within a short time business was spreading all over the world: a promising start. Along with increasing business came the need to raise staffing levels, while the board was ready to face the new and exciting challenge of introducing Stonex-branded products. Next came the setting of a research strategy; technicians and engineers devoted themselves to this appealing goal, and ultimately the results matched the new company's brightest expectations.

Ease of Use

Now, after three years, Stonex is a well-known brand, able to tailor products to customer requests. The aim is to provide the customer with just the solution that really fulfils his needs. Among the most requested instruments are total-stations and GNSS-GPS systems, and 2010 is for us the year of S9, our new GPS system which combines high-end technology with ease of use and affordability. We are particularly proud of the reception given Stonex S9, a GNSS RTK dual-frequency receiver with built-in GPRS modem, UHF radio and Bluetooth technology.

Ease of use means that the system may be set up as Rover or Base simply using two buttons, and it is particularly suitable for in-field applications, being totally water and dustproof and weighing less than 3kgs with batteries and standard retract-able pole. In developing such products, we have not neglected to make sure they are accompanied by software of equal capability and sophistication, following surveying data processing. Another example of our philosophy is Stonex SurvCE, which provides fine performance with a simple and easy-to-use interface. When working on our instruments our goal is to offer the most advanced technology to the largest numbers of customers. Affordability, ease of use and reliability are the keys to our success.

Going Global

Stonex is now a worldwide company, with products sold in more than a hundred countries. While still headquartered in Hong Kong, we have branch offices in South America and a distribution centre in Italy devoted to GPS instruments. As a totally privately funded company we feel confident of a bright future. More than a hundred personnel work in our departments, serving local dealers and ensuring careful post-sale assistance. The noteworthy level of qualification of our engineers and technical employees is a guarantee of the high standard of our research and development process. Our global management represents a concrete way of coping with the present market structure: thanks to people from different countries working together, we are able to understand the particularities and peculiarities of various local markets and to provide the right solution for customers, no matter where they live.

Looking Ahead

The survey field is undergoing a period of significant change. We are proud of our success but remain aware that the future will pose big challenges. The Stonex Research & Development department is working hard to satisfy new requests from customers. The product line is continually growing, particularly in GNSS/GPS systems, one of the most promising fields of surveying. Following on S9, we plan the launch of another new product, just as attuned to the company philosophy of quality and affordability. But this is not the only news, as we are also

working on [total stations](#) . The business will follow new economic trends, focusing on big new markets such as China and Russia, and new developments required by a wide range of applications demanding reliability and precision; something that we are accustomed to offering.

<https://www.gim-international.com/content/article/meeting-exact-needs>
