

# Innovation Through an Enterprising Spirit



Hi-Target Surveying Instrument Co. Ltd (herein after call “Hi-Target”) successfully went public in Shenzhen GEM on 15 February 2011. As of this date, Hi-Target became the first and only listed company in the Chinese surveying and geographic information technology field.

Established in 1999, Hi-Target is engaged in the research and development of GNSS core technology, accumulating lots of independent intellectual property rights and software copyright, and is a Chinese national hi-tech and excellent software enterprise. Hi-Target has been leading the innovation and development in the GNSS industry for many years with its forward-looking technology.

After becoming listed, Hi-Target received extensive attention from leaders at all levels. In 2011, the development report of Hi-Target was well-received by Mr Jintao Hu, chairman of PRC and Mr Changchun Li. They not only affirmed the efforts of Hi-Target, but were also in praise of Hi-Target’s great success. And then Hi-Target topped the Forbes’ 2012 list of the most potential 100 listed companies, being the only selected listed enterprise in the satellite navigation and geographic information industry.

Surveying GNSS products, GIS data collectors, marine instruments and system projects - 4 core businesses that have made Hi-Target grow to be the leading GNSS enterprise in China. After becoming listed, Hi-Target has actively expanded into new business areas, such as optronics, 3D laser, precision agriculture, special vehicle, marine navigation and

monitoring, mechanical precision control etc.

Recently, Hi-Target’s products have been widely applied in agriculture, forestry, land, sea, oil, electric power, telecommunications, transportation, etc., in more than 40 national economy basic fields, realising the product industry-crossing. In addition, Hi-Target’s portfolio include Beijing Olympic security, the 26th Antarctic expedition, Beijing-Shanghai high-speed railway construction, Qinghai-Tibet plateau Qinghai lake survey, the second Chinese territorial survey, marine comprehensive investigation and evaluation.

Today, Hi-Target’s existing technology has covered various scientific fields, GPS navigation and positioning, electronic communication, information engineering, acoustic detection as well as surveying and geographical information. Moreover, GPS absolute positioning, differential positioning, long distance RTK algorithm, digital ultrasonic detection technology, mass grid and vector fast scanning technology, etc, totalling 10 core technologies, have been mastered. Products realise the complete coverage, ranging from millimetre, centimetre, sub-metres to metre level.

The only postdoctoral workstation of the GNSS industry has been set in Hi-Target. China academy of sciences water acoustic research institute, Wuhan University, South West Jiaotong University, and Central South University are all good partners in scientific research co-operation. Dual-frequency GPS surveying technology, high precision GIS data acquisition and processing technology and ultrasonic sounding surveying technology have been assessed at “Chinese leading, international advanced level”.

In 2012, Hi-Target strengthened its efforts to contact and communicate with local heavyweight academics. ‘The father of Chinese satellite’, Jiadong Sun, visited, who is the owner of ‘Two bombs and one satellite’ meritorious service medal, the general designer of Compass satellite navigation system project and Chinese Lunar Exploration Programme. Also, Prof Dr Jianya Gong, a national remote sensing information project key laboratory director from Wuhan University. visited. The company CEO, Mr. Dinghai Liao points out that Hi-Target is experiencing a high growth period, thanks to the valuable indication, support and help from excellent academics. Hi-Target is determined to become larger, better and stronger.

At present, Hi-Target has established a nationwide sales and service network with 30 branches, 7 technical service centers and developed long-term co-operation with international distributors from, among other, Brazil, Russia, Canada, Italy, Spain, Greece, and South Korea. By

servicing and customising for global customers according to their needs, we aim to offer comprehensive and systematic solutions.

In 2011, the company's annual turnover reached USD 60 million, year-on-year growth of 25.75%, net profit up to USD 15 million, a growth of 31.79%. As the rising star, international markets promotion achieved greater breakthroughs last year, GNSS surveying products realised an export income of USD 6.5 million, annual export grew by 253.93%.

Hi-Target is a focused company with an enterprising spirit leading to innovations and the company grasps the core technology. Hi-Target always promotes Chinese GNSS industrial internationalisation and is committed to being the first brand in the global GNSS field.