

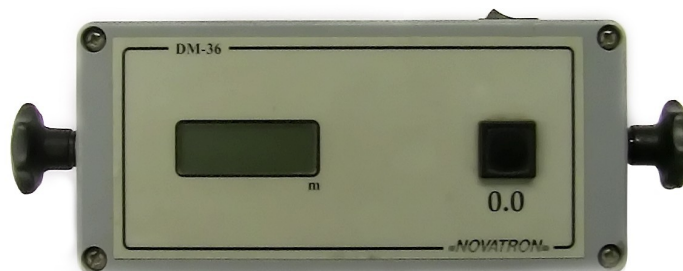
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History of Novatron – 20 Years of Machine Control Systems

Novatron began its operations officially on 13 February 1991 as a one-man company. Founded by Mr Jukka Tervahauta, the company started out in a modest 15-square-meter office space in the centre of Tampere, Finland. Later Novatron became a joint-stock company. Novatron's first own product was a measuring system for the cross slope for graders. It was put out in the market the same year the company was founded. Equipped with a simple analogue screen, the measuring system replaced spirit levels in machine frames.



However, the market for grader measuring systems was not very wide at the time. The company's following product was an excavator depth control system, whose sensor technology received an international patent in the Nordic Countries, Germany and the USA. The measuring device was easy to manufacture and operate as it used the well-established analogue technology. There were no bugs since there were no programmes. The further-developed model had two buttons instead of just one. The additional button, however, weakened the usability of the product at least according to one user: "Too many buttons. You don't know which one to push." The world has changed a lot since then.



Novatron was the first Nordic manufacturer of excavator measuring systems. There were only three other manufacturers of similar products elsewhere in the world at the time and the market was only just developing. Contractors needed to be convinced that they would actually benefit from the measuring system. One fearless and eager entrepreneur, Mr Jon Hella, began selling the products in Norway. That was the beginning of a long and still on-going business relationship with Hella Maskin As.

Novatron began using GPS technology in positioning construction machines already in 1999, and PC technology and Windows operating system at the beginning of the 21st century. Hardly anyone could have guessed how important GPS would later become in machine control systems. Today Novatron is an internationally notable supplier of control systems for construction machinery. Cooperation with universities and research institutions offers valuable aid to the company's product development. Constant research and development is a prerequisite for success in the face of increasing competition in the field.



The wheel has come full circle, as after being 20 years in the business, Novatron has made an important cooperation agreement with the German MOBA. Through this collaboration, the measuring system for cross slope of graders has returned to Novatron's product range. This time, however, it has an automatic hydraulic control system. The one-man business has grown into a company that employs more than 20 people and continues to be at the forefront of its field.