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PRESS RELEASE
Escondido, CA USA

NEW \$599 ZIPLEVEL[®] PRO-2000B

Due to popular demand, Technidea Corporation is now offering a low cost **ZIPLEVEL[®]** Precision Altimeter as a “basic” model *PRO-2000B* priced at just \$599. The *PRO-2000B* is identical to the standard \$799 **ZIPLEVEL[®]** *PRO-2000* except that it comes without accessories and has a smaller 150’ (45m) circle of horizontal range. *PRO-2000B* customers may purchase the Unipod, Stakes and rubber protective Boot individually as optional accessories.

ZIPLEVEL[®] replaces rotary lasers in numerous applications. No other instrument allows one person working alone to instantly set up and level or read elevations, either indoors or out, without math, line-of-sight, distance error or factory calibration. **ZIPLEVEL[®]** *PRO-2000* measures over a 200’ (60m) circle and 40’ (12m) vertically with 0.050” (1mm) precision. Its powerful Carry Function measures over any distance or elevation on Earth without tedious tabulation or math. During its 15-year history, **ZIPLEVEL[®]** has become the de facto standard in many applications and is used in all phases of construction worldwide.

Earlier this year, Technidea introduced a new dual range \$899 **ZIPLEVEL[®]** *PRO-2000DR* that can also measure the thickness of a business card, the height of a mountain or anything in between. Its high precision range measures with 0.005” (0.1mm) precision over a 200’ (60m) circle and 4’ (1.2m) vertically. The *PRO-2000DR* is capable of measurements in ways never before possible. Now, contractors can use the sub-millimeter performance of **ZIPLEVEL[®]** over unlimited ranges to precisely level, set pool negative edge or read floor or foundation deviations. Engineers can easily measure real-time beam, floor or bridge deflection, plants can precisely level equipment and shops can build projects of any size without line-of-sight or distance error. The possibilities are endless.

Technidea Corporation CTO and CEO, Dennis Vories, PE, was asked to comment on this latest offering: “**ZIPLEVEL[®]** has enjoyed a steady growth in loyal customers over 15 years. During that time, we’ve managed to hold the price steady at \$799 despite steadily rising costs in materials and labor. Our customers have spoken and we have responded. The new **ZIPLEVEL[®]** *PRO-2000B* offers the same degree of precision they’ve come to expect from the high quality **ZIPLEVEL[®]** *PRO-2000* but at a significantly lower price.”

Prices on other **ZIPLEVEL[®]** products remain affordable and the company still offers free UPS Ground shipping within the USA and Canada. For more information on all products and services, please visit the company’s website at www.ziplevel.com. Direct email inquiries for distributorship opportunities or volume discounts to Curtis Brownlow, Director of Sales and Marketing, at info@technideacorp.com, call **800.805.LEVEL (5383)** or **760.480.4740** or fax **760.480.4738**.