

FOR IMMEDIATE RELEASE · YAKIMA, WASHINGTON · [DATE] OCTOBER 2026

Premium Positioning brings redundant positioning to FIRA USA 2026 as official sponsor of the demo area

On stage in Yakima, from 20 to 22 October, the company will walk through the full positioning stack for autonomous machines, from RTK to PPP.

Premium Positioning, which provides managed positioning services for the field, joins FIRA USA 2026 in Yakima, Washington, as official sponsor of the demo area, covering the orchard, vineyard and open navigation zones. The team will also run an indoor booth and pitch on stage on Wednesday 21 October, from 10:30 to 10:50 AM.

An autonomous machine is only as reliable as its positioning. Out in the field, a single correction network can drop without warning, and when it does, the machine stops. Premium Positioning is built around that risk: real-time RTK corrections drawn from [several networks](#), so that one network's failure does not stop an operation.

WHY FIRA USA

Agriculture already relies on precise positioning for auto-steer and variable rate. Robotics raises the bar, because there is no driver to take over when the signal drops. FIRA USA is where that shift becomes concrete, bringing together the teams building autonomous machines and the growers who will run them every day.

Premium Positioning believes in the event's approach: technology judged in real conditions, not on slides. Sponsoring the demo area supports that directly, right where machines prove what they can do and where [reliable positioning](#) makes the difference.

"Growers don't buy robots for the demo, they buy them for the season. Our job is to make sure positioning never becomes the weak link, whichever network is available in the field. FIRA puts the people who build these machines and the people who run them in the same place. That's the conversation we came for."

PJ WALKER, PRECISE POSITIONING SPECIALIST, PREMIUM POSITIONING

THE PITCH

PJ Walker will explain what redundancy really means for an autonomous machine, layer by layer: network RTK where coverage is dense, RTK/PPP as it thins out, PPP where no network reaches, and dead reckoning with sensor fusion to hold the line through short signal gaps. Each layer covers the limits of the one before, so the machine keeps working [as conditions change](#).

ON THE BOOTH

Visitors can see RTK Premium, delivered through the XYZ Platform, with every correction network monitored from one place. The team will also cover IoT SIMs that keep machines connected in the field, and the SDKs and APIs that feed corrections straight into navigation software.

MEET THE TEAM

PJ Walker will be joined by Loren Schmidt, Head of Sales and Marketing, based in Cincinnati. Indoor booth · Demo area · Pitch Wednesday 21 October, 10:30 AM. Book a meeting at premium-positioning.com/en/contact.

ABOUT PREMIUM POSITIONING

Premium Positioning provides tailored positioning services for the field: real-time RTK corrections through the XYZ Platform, Rinexlab post-processing, multi-operator connectivity and developer integration. Founded in 2019 and based in Utrecht, the Netherlands, the company runs a multi-network correction service across Europe, North America and Australia, with 7,500 base stations in 35+ countries, built so that a single network's failure does not stop an operation. Its promise: precise positioning for everyone, everywhere, anytime.

MEDIA CONTACT

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