



**FOR IMMEDIATE RELEASE**

**Paradigm™ to Showcase Emerging Technologies at SEG 2008**

*CEO John W. Gibson, Jr. to unveil Higher Order Workflow™, Regional to Prospect Scale Interpretation, Paleogeochronologic Modeling (SKUA™) and Full Azimuth Seismic Decomposition and Imaging solutions*

**(AMSTERDAM, Netherlands: October 29, 2008)** Paradigm™ ([www.pdgm.com](http://www.pdgm.com)), a leading provider of enterprise software solutions to the global oil and natural gas exploration and production (E&P) industry, will highlight a new generation of emerging technologies and workflows in subsurface imaging, interpretation, and modeling, at the 78th Annual Meeting of the Society of Exploration Geophysicists (SEG) in Las Vegas, November 9-14. These emerging technologies and workflows reflect years of research and development and years of exposure to challenging subsurface data problems around the world.

Paradigm will also host the "Emerging Technologies" media event where CEO, John W. Gibson, Jr. will unveil the company's full azimuth seismic decomposition and imaging system, present new functionality in the next generation subsurface modeling (SKUA) and Interpretation (Rock and Fluid Canvas) solutions, and introduce Paradigm's Higher Order Workflow™ – a collective, knowledge-building process, enabled by Paradigm's solutions continuum.

"The SEG annual meeting provides an excellent venue for Paradigm to showcase emerging science and innovation," said Andrew Stein, Paradigm chief marketing officer. "For 20 years, Paradigm has stressed the ongoing importance of a continuum of integrated technology solutions to advance the energy industry, and this year's showcase continues that record."

Paradigm will demonstrate its emerging technologies and present case studies and asset team workflows in two main theaters at the exhibition. The "Emerging Technologies and Workflows" theater will feature Paradigm's latest E&P technologies in three core suites that form the collective base of technologies that will shape the industry's workflows, outcomes and deliverables. These include:

- Full-wavefield and full-azimuth seismic decomposition and imaging
- Paleogeochronologic subsurface modeling in the depositional state
- Multi-survey, region-to-prospect scale interpretation based on a distributed data model

"The economics of the oil and gas industry has triggered an assessment of current technologies and methods, and has stimulated the pursuit of new technologies that take advantage of latest advances in seismic acquisition, high-performance computing, visualization, and modeling," said Duane Dopkin, sr. vice president of technology at Paradigm. "These next generation technologies are specifically designed to remove assumptions and limitations that have impacted our ability to replace reserves or reverse production decline in our mature fields."

The "Case Studies and Asset Team Workflows" theater will highlight the application of Paradigm technologies to datasets around the world in workflows that cross and connect disciplines to secure better business results. These Higher Order Workflows™ are designed to meet the challenging requirements of subsurface interpretation in compressed project time frames.

Presentations will be held daily in both theatres at the booth and will incorporate topics that include seismic processing and imaging, multi-survey seismic interpretation, petrophysics, and integrated seismic and geologic interpretation. SEG attendees can view daily live software demonstrations by Paradigm technical specialists beginning each day at 9:15 a.m. PST at the Paradigm booth (#1822).

SEG attendees are invited to attend Paradigm's "Emerging Technologies" media event at 9:15 a.m. PST on Tuesday, November 11, at booth #1822. For a complete technical demonstration schedule, please contact Samhita Shah by phone at +1 713-393-4109, or e-mail [samhita.shah@pdgm.com](mailto:samhita.shah@pdgm.com).

For more information on Paradigm products and services, contact your regional office directly (find information at <http://www.pdgm.com/>), or e-mail [info@pdgm.com](mailto:info@pdgm.com).

**About Paradigm™**

Paradigm B.V. ([www.pdgm.com](http://www.pdgm.com)) is an industry leader in digital subsurface asset management, serving oil and gas companies worldwide. Paradigm technology solutions for seismic processing and imaging, interpretation and modeling, reservoir characterization and petrophysics, and well planning and drilling operate in an open environment to accelerate results. Paradigm has a global network of sales, consulting and support.

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