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Paradigm EarthStudy 360™ Unveiled at SEG 2008

Revolutionary full wavefield and full azimuth seismic decomposition and imaging solutions for E&P

(LAS VEGAS: November 11, 2008) Paradigm™ (www.pdgm.com), a leading provider of enterprise software solutions to the global oil and natural gas exploration and production (E&P) industry, unveiled Paradigm EarthStudy 360™, its revolutionary seismic imaging and interpretation technology, at the 78th Annual Meeting of the Society of Exploration Geophysicists (SEG) in Las Vegas. Previously code-named "WideEye," Paradigm EarthStudy 360™ delivers angle domain seismic imaging with a unique ability to decompose the seismic wavefield at subsurface image points into angle domains that provide geoscientists new perspectives on the subsurface and a better return on investment for oil company seismic exploration and development programs.

Paradigm's Chief Geophysicist and inventor of EarthStudy 360, Zvi Koren, stated, "We are tremendously proud of this achievement and its application to complex deep water plays, fractured reservoirs, and mature fields. EarthStudy360 has the potential to change the way seismic data is imaged, interpreted, and characterized".

EarthStudy 360 is an innovative solution for generating continuous azimuth, angle-dependent images of the subsurface (full azimuth angle gathers), using the full recorded wavefield in a new and extremely efficient manner. The method generates and extracts high resolution data and information related to subsurface angle-dependent reflectivity with a simultaneous emphasis on continuous and discontinuous (e.g. faults and small scale fractures) subsurface features. Because angle-gathers carry both full azimuth reflection (amplitude) and directional (dip and azimuth) information, geoscientists are able to generate and work with a new set of deliverables for uncovering physical and geometric properties of the subsurface. The main advantage of the technology is its ability to extract unprecedented value from seismic data, especially when acquired with wide-azimuth surveys, both in onshore and offshore environments.

"EarthStudy 360 is based on a combination of innovation, invention, and Paradigm's years of experience developing seismic imaging and interpretation technology," said Duane Dopkin, senior vice president of technology at Paradigm. "It offers a truly revolutionary approach to the seismic method and has the potential to bring unprecedented benefits to the oil and gas exploration and production industry. The EarthStudy 360 technologies, operating within Paradigm's seismic data analysis system, open the door for a next generation solution for automatic seismic interpretation system."

For more information on Paradigm products and services, contact your regional office directly (find information at www.pdgm.com) or e-mail info@pdgm.com.

About Paradigm™

Paradigm B.V. (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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