



FOR IMMEDIATE RELEASE

Paradigm to Showcase Emerging Technologies at SEG 2009

Paradigm to demonstrate asset-based solutions using cutting-edge E&P technology

(GEORGE TOWN, Cayman Islands: October 14, 2009) Paradigm™ (www.pdgm.com), a leading provider of enterprise software solutions to the global oil and natural gas exploration and production (E&P) industry, will showcase its latest technologies at the [International Exposition and 79th Annual Meeting of the Society of Exploration Geophysicists \(SEG\)](#) in Houston, October 25-30. SEG attendees are invited to join Paradigm at booth #1426 for presentations and personal demonstrations featuring the latest innovations delivered in the newly-released [Paradigm™ Rock & Fluid Canvas™ 2009 | Epos™ 4.0](#) software suite.

Paradigm will showcase a number of business-critical, asset-based, problem-solving workflows, including the application of full azimuth decomposition and depth imaging ([Paradigm™ EarthStudy 360™](#)) for resolving illumination issues in subsalt plays and determining stress directions in fractured shale plays; advanced volume interpretation techniques for analyzing turbidite systems; and the use of advanced paleogeochronological modeling techniques ([Paradigm™ SKUA®](#)) for validating interpretation data and building property models without geometric distortions. All of these workflows will have high relevance for oil companies working deep water and onshore unconventional plays.

“Paradigm recognizes the SEG Annual Meeting as one of the premier venues for engaging geoscientists from around the world,” said James Lamb, Paradigm executive vice president for the Americas. “Following the release of Rock & Fluid Canvas 2009 | Epos 4.0, we are in the unique position to meet our users’ needs in today’s E&P industry, and provide the platform that will help them meet their future demands to drive hydrocarbon exploration in increasingly complex environments.”

The Paradigm technical program will also incorporate new technologies introduced in the latest Rock & Fluid Canvas 2009 | Epos 4.0 software release that connects the domains of seismic processing and imaging, interpretation and modeling, and reservoir characterization and engineering, and well planning and drilling. These presentations will include:

- A new Web Asset Manager (WAM) to assist interpreters in managing exploration and development data in a multi-survey and multi-user environment (Paradigm™ SeisEarth™)
- Visualization of pre-stack interpretation data
- A new anisotropic multi-azimuth tomography solution with automated interpretation picking in the pre- and post-stack domains.
- New advances in automatic fault extraction and analysis, as well as paleogeochronologic modeling with stratigraphic flattening.
- The ability to capture seismic-facies and electro-facies predictions to simplify and improve stochastic reservoir modeling.

One-on-one demonstrations featuring Paradigm solutions are available for pre-scheduling by submitting a [Private Demo Request Card](#). For a complete list of demonstration schedule, visit <http://www.askparadigmhow.com>.

Paradigm will also be an active contributor in the SEG technical program, with [technical and poster sessions](#) each day, and joint sessions with [ONGC](#) and [StatoilHydro](#) on Wednesday, October 28.

For more information on Paradigm products and services, visit www.pdgm.com or e-mail info@pdgm.com.

About Paradigm™

Paradigm Ltd. (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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