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**Paradigm Reports Rapid Adoption of SKUA Software Suite in 2013**

*Advanced volume-based modeling software honors reservoir complexity for any fault structure and stratigraphic system, ensuring more accurate subsurface models.*

**(AMSTERDAM: January 23, 2014)** Paradigm® ([www.pdgm.com](http://www.pdgm.com)) announced today that its advanced **SKUA**® (Subsurface Knowledge Unified Approach) volume-based modeling system had a rapid rate of new software adoption in 2013. Additionally, organizations using Paradigm® GOCAD® are upgrading to SKUA, as they see value in the combined strengths of GOCAD and SKUA technologies to address their most challenging geological settings. The software suite ensures better field development and more reliable reservoir prediction through true collaboration and geological integrity.

SKUA uses a radically different volume-based 3D modeling approach that removes all limitations and deformations caused by conventional methods. The unique technology uses all available data and honors basic geologic rules to build more accurate, simple-to-complex subsurface models. Based on the proprietary Paradigm UVT Transform® algorithm, the SKUA software suite reduces modeling times from months to days, and the integration of all interpretation results exponentially increases accuracy.

Growth in 2013 was driven by significant new global business wins. While the entire Paradigm product suite has seen broad acceptance, customers like [Petrogal Brasil](#), and [SCDM Energie](#) have responded with particular interest in differentiated technologies around seismic interpretation and modeling, including SKUA.

“As the world’s oil and gas reservoirs continue to grow in complexity, geoscientists and interpreters need a solution that honors that complexity for any geology,” said Indy Chakrabarti, SVP of Strategy and Commercialization at Paradigm. “With SKUA, subsurface models more accurately resemble a reservoir for any fault structure and stratigraphic system without simplifying the interpretation or leaving out valuable data. Our oil and gas customers worldwide are seeing tremendous value in this new approach to 3D modeling and are using it for both traditional and advanced interpretation of the subsurface in search of hydrocarbon reservoirs globally.”

For more information on Paradigm products and services, visit [www.pdgm.com](http://www.pdgm.com), or e-mail [info@pdgm.com](mailto:info@pdgm.com).

**About Paradigm®**

Paradigm ([www.pdgm.com](http://www.pdgm.com)) is the largest independent developer of software-enabled solutions to the global oil and gas industry. Paradigm easy-to-use technology and workflows provide customers with deeper insight into the subsurface by combining leading-edge science, high-performance desktop and cluster computing, and scalable data management, delivering highly accurate results and productivity without compromise.

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