



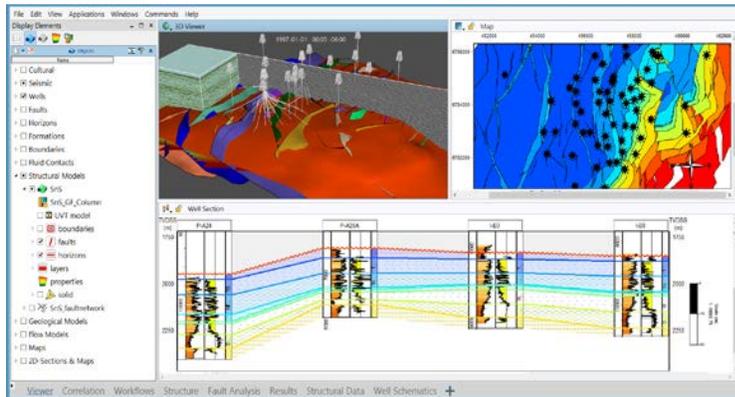
MEDIA ADVISORY

Media contact: Samhita Shah
Emerson Automation Solutions
1 (713) 393-4109
Samhita.shah@pdgm.com

At SEG 2018, Emerson to Demonstrate Integrated E&P Software Solutions that Support the Oil & Gas Industry's Digital Transformation

Live demos will feature machine learning and geophysics, enhanced workflow automation, and cloud delivery

Emerson will showcase advanced technological solutions comprising its Exploration & Production (E&P) software suite and services at the Society of Exploration Geophysicists (SEG) 88th Annual Meeting and International Exposition in Anaheim, CA, October 14-19. Presentations delivered daily at Emerson's [booth #2141](#) will focus on the industry's **digital transformation**, with targeted presentations on machine learning, together with geophysics, workflow automation, and cloud delivery.



A shared workspace in Paradigm 18 enhances the experience of cross-discipline users and saves time by organizing workflows, displays and results using context specific pages.

Innovative implementations of machine learning methods with geophysics include the application of deep learning to full-azimuth seismic gathers for automatic subsurface feature classification, marking a step-change in prestack interpretation. A machine learning methodology that uses an ensemble of neural networks for predicting probabilistic rock models from seismic and well data will be presented, for a better understanding of reservoir

heterogeneity. Workflow automation demonstrations featuring chronostratigraphic interpretation, geologically-constrained velocity models, and incorporating uncertainties into the static and dynamic reservoir modeling workflow will also be presented.

The theatre presentations will be supported by Paradigm™ 18, Emerson's recent synchronized release of exploration and production software. Some of the features of this release will be highlighted in shale analysis case studies.

Demonstrations will be presented on the cloud, including a special presentation about high-performance computing.



Customer presentations include high-resolution “holographic seismic” processing and imaging, and the application of advanced seismic interpretation methods.

The popular Lunch & Learn sessions include:

- Seismic Geomorphology: Mitigating Lithology Prediction Risk and Providing Context for Further Investigation - Applications And Workflows, presented by Henry Posamentier, Monday, October 15.
- Unconventional Field Development in the Cloud, presented by Hassane Kassouf, Tuesday, October 16.
- Holographic Processing and Imaging Yields Highest Possible Seismic Resolution, presented by Norm Neidell, Wednesday, October 17.

Duane Dopkin, executive vice president of Geosciences for Emerson's E&P Software business, will be speaking at the Geophysical Return on Investment for Unconventionals, [SEG's Business of Applied Geophysics \(BAG\) Plenary Session](#) on Wednesday, 17 October, 1:50 – 5:50 PM.

Additionally, Emerson geoscientists will have a significant presence at this year's SEG technical program, with five [technical papers and poster presentations](#) in a variety of sessions.

Live software demonstrations will be offered daily, beginning at 9:15 AM. One-on-one demonstrations of the company's latest technologies and applications are available upon request.

For the complete [Agenda](#), click here.

For more information, visit www.Emerson.com/Paradigm.

About Emerson

Emerson (NYSE: EMR), headquartered in St. Louis, Missouri (USA), is a global technology and engineering company providing innovative solutions for customers in industrial, commercial, and residential markets. Our Emerson Automation Solutions business helps process, hybrid, and discrete manufacturers maximize production, protect personnel and the environment while optimizing their energy and operating costs. Our Emerson Commercial and Residential Solutions business helps ensure human comfort and health, protect food quality and safety, advance energy efficiency, and create sustainable infrastructure. For more information visit Emerson.com.

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