

News Release



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BAE Systems and Geosemble Integrate Geospatial Technologies

Two companies demonstrate an integrated system that highlights BAE Systems' high-quality image analytics while integrating Geosemble's text visualization technology

EL SEGUNDO, Calif. 12 April 2010 –Geosemble Technologies[®], Inc., and BAE Systems announced today that they have integrated their respective technologies to bring users greater utility and efficiency in geospatial decision making. The companies will demonstrate the technology at the 2010 BAE Systems GXP International User Conference and Professional Exchange in San Diego, April 19 – 22. Geosemble has created a text visualization plug-in that can be used with BAE Systems' SOCET GXP[®] software.

SOCET GXP is a geospatial-intelligence tool that uses imagery from commercial, satellite, and tactical means to identify and analyze ground features. With SOCET GXP, users can automatically measure and store properties such as scale, elevation, latitude, and longitude in a series of images to expedite geospatial production, image analysis, and map creation. The data then can be used to perform before-and-after site comparisons, coordinate operational missions, assess navigation safety, and monitor changes over time.

Geosemble's product is a geographic data visualization tool that automatically integrates various textual sources into aerial imagery. The system, known as GeoXray, allows users to click on buildings and locations and automatically see the events and activities associated with those locations. The GeoXray plug-in is targeted to enterprise customers and is currently being used by two U.S. federal government agencies and several municipalities.

When implementing GeoXray into SOCET GXP as a plug-in capability users gain the benefit of broad, contextual knowledge about geographic areas. The information can come from current, internet-based information sources as well as proprietary, internal data that an organization may have that relates to a geographic location.

Using the GeoXray plug-in with SOCET GXP offers greater interoperability among image analysts, geospatial production technicians, and decision-makers at all levels. The combined technology enables informed, geographic-based decisions earlier in the geospatial-intelligence lifecycle.

For more information or a demonstration of the integrated capability contact Geosemble Technologies, Inc.

About Geosemble

The company's technology is used in a range of government agency and military applications, as well as by several municipalities. It also provides enterprises and vertical commercial markets with enhanced geographically-enabled business intelligence software. The company is a strategic Google Earth[™] Enterprise Partner, developer in the Oracle[®] PartnerNetwork, an In-Q-Tel portfolio company, and a DARPA Phase II contractor. Geosemble Technologies, Inc. is privately held. Learn more at <http://www.geosemble.com>.

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