

## **FOR IMMEDIATE RELEASE**

### **iStore and Infusion Launch Digital Oilfield on Microsoft Surface**

*New solution delivers hands-on access to rich oilfield content for petroleum industry*

**HOUSTON and DUBAI – April 14, 2009** – The Information Store® (iStore) and Infusion Development have expanded the PetroTrek® Digital Oilfield onto the [Microsoft Surface](#) multi-touch presentation platform. The petroleum industry's first Surface solution was unveiled at this year's Microsoft Global Energy Forum for the Middle East and Africa.

The co-developed solution combines iStore's PetroTrek data access technology and oilfield content visualization on Microsoft Office SharePoint Server 2007 with Infusion's custom surface application, Falcon Eye, to give users a powerful new medium for rapidly accessing and interacting with E&P information.

The combined Falcon Eye and PetroTrek Digital Oilfield solution for Microsoft Surface delivers on the promise of Microsoft's multi-touch interface with a revolutionary user experience design that puts the right information at the fingertips of the right people. The application leverages the GIS capabilities of Microsoft Virtual Earth to give users a top-to-bottom view of an area of operation, such as a producing field.

In addition, it allows users to drill-down to specific points of interest, such as wells, facilities, and platforms. Production data, charts, key performance indicators (KPIs), and human resources or logistic information are easily plotted in context. Users simply touch the Surface interface to interact with the data, including zooming, panning, and scrolling to display various vantage points.

“Out of the box, our new Surface offering gives the petroleum industry a whole new interface to their world that just a few years ago would have been considered science fiction,” commented Barry Irani, iStore's President and CEO. Irani added, “By teaming with Infusion and Microsoft we are delivering a Digital Oilfield that leverages the potential of Microsoft's interactive Surface technology and extends it to include the specific functionality and content that makes sense to workers in the business.”

Commenting on the regional value of the offering, Ezat Zarasvand, iStore's General Manager for the Middle East and Africa added, “At a time of sinking oil prices and cost cutting there is strong demand in our industry for cost-effective, compelling and streamlined technology that quickly plugs in to the petroleum enterprise to enhance productivity and improve asset value.”

“Falcon Eye, Infusion’s 3D operational dashboard, seamlessly integrates information from multiple sources and displays the data streams on a virtual map. Combined with PetroTrek and displayed on the Microsoft Surface, it provides a unique experience that appeals to everyone,” said Vimal Sethi, general manager, Infusion Development-Middle East & Africa. “The appeal of this solution is more than its cutting edge appearance, it’s in the functionality. This solution allows executives to visualize and manage the “big picture” but it also contributes and assists managers and team members in finding, managing and manipulating E&P data important to their everyday work.”

The combination of Falcon Eye and the PetroTrek Digital Oilfield for Microsoft Surface addresses the needs of executives, who can use the solution to manage “the big picture,” and of asset team members, who can use the Surface applications to find, manage, and manipulate the various E&P data they need on a day-to-day basis.

“Many customers expressed the need for an interactive, collaborative, and location-intelligent solution to help them better manage asset performance and empower informed decision making” commented Omar Saleh, Microsoft’s Middle East & Africa Oil & Gas sales manager. “The combined solution from Infusion and iStore – leveraging Microsoft’s Surface, Performance Point and Virtual Earth, provides executives and geoscientists with an unparalleled out-of-the-box user experience that brings sophisticated asset mapping and drilldown KPI monitoring to their finger tips, whilst deliver an agile and expandable platform for collaborative and intelligent asset management.”

#### **About Infusion Development**

Infusion ([www.infusion.com](http://www.infusion.com)) is a Microsoft Gold Certified Partner that applies emerging technologies to solve complex software and business problems. Our international offices in New York, Toronto, Boston, London, and Dubai offer a full suite of information technology services including: custom architecture, training and mentoring, hosting and support, and user experience solutions.

#### **About Microsoft**

Founded in 1975, Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Microsoft’s Oil & Gas Practice strives to help the Oil & Gas industry achieve business gains through leveraging existing assets, and establishing the foundation for next-generation technologies capitalizing on their People Power. For more information on 2009’s Middle East & Africa Global Energy Forum, and Microsoft in the Oil & Gas, visit:

<http://www.microsoftmegef.com/> and <http://www.microsoft.com/oilandgas>

#### **About The Information Store**

The Information Store (iStore) helps petroleum companies access exploration and production (E&P) data wherever it resides and presents it in a useful form. As a result, customers improve asset performance, reduce cycle time and maximize return on investment. Most importantly, iStore’s suite of software solutions puts the information E&P asset management teams need to make good decisions at their fingertips. Founded in 1994, the privately held company’s headquarters are in Houston. For more information, visit [www.istore.com](http://www.istore.com).

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