

PRESS RELEASE

**Seeing geology before you interpret it, GeoTeric® launches Cognitive Interpretation™**

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As an industry, billions are spent on acquiring and processing the best quality seismic data possible, in order to make informed decisions when drilling wells and producing oil and gas. With the vast quantities of data generated, it is easy for interpreters to get into a ‘cognitive overload’ situation – leading to confusion rather than understanding, and often a waste of time and money.

Computers are able to give us rapid, high resolution, objective and fully volumetric results. However, interpretation of these results involves matching what we see with what we know a geological feature looks like. This is a complex challenge that no computer can carry out as efficiently or as effectively as the human brain, which is why making full use of human cognition is vital in next generation interpretation systems.

Developed to better harness your cognitive capabilities, GeoTeric is different from previous interpretation technologies in combining the power of computational approaches with an appreciation of the importance of the human element in interpretation – hence the label Cognitive Interpretation.

Jonathan Henderson, Managing Director for GeoTeric said “We have developed Cognitive Interpretation to allow geologists and geophysicists to use their cognitive capabilities as effectively as possible and therefore generate the most accurate and detailed seismic interpretation possible. It adds considerable value to both conventional interpretation and QI workflows, ultimately helping clients to reduce time and cost, and improve decision making”.

GeoTeric® is the only complete Cognitive Interpretation™ System, allowing you to see the geology in your seismic data before interpreting.

For more information visit [www.GeoTeric.com/GeoTeric-ci](http://www.GeoTeric.com/GeoTeric-ci)

**Note to Editors:**

1. GeoTeric provides world-leading Software, Services and Support to the global oil and gas industry.
2. Geological Expression is a data driven, interpreter guided approach for understanding and defining the 3D morphology of the geological elements imaged within the seismic data.
3. GeoTeric bridges the gap between processing and 3D interpretation by directly translating geophysical data into geological information. With its patented data driven and user guided approach, interpreters explore for new reserves and evaluate reservoirs with greater confidence than ever before, while taking weeks out of their interpretation workflow.
4. GeoTeric has powered more than 300 successful services projects for over 100 E&P companies worldwide

5. GeoTeric and ffA are trading names for Foster Findlay Associates Limited, - an independent UK company with offices in Aberdeen, London, Houston, Newcastle Upon Tyne, Rio de Janeiro, Kuala Lumpur and Perth.