

Press Release

Image Matters LLC Spins Out Groundbreaking Commercial Technology

Barry Glick to Lead smartRealm LLC as Chief Executive Officer

Leesburg, Virginia, July 20, 2009 – Image Matters LLC, an award winning provider of geospatial and Web technology solutions and professional services, announced that it has successfully completed a corporate spin-out of smartRealm LLC, as an independent company. Entrepreneur Barry Glick, founder of MapQuest.com, has taken the helm of smartRealm, as CEO and co-founder. Glick is joined by Dr. Yaser Bishr, formerly the CTO of Image Matters, and other key personnel. smartRealm is serving the marketplace with semantic technology that extracts critical targeted information from social media and web content, fuses it with enterprise data, and delivers real-time tailored insights to decision makers. Image Matters developed the underlying semantic integration technology over a period of several years to evolve it to its present market-ready state.

“This is not your typical technology spin-out”, says Harry Niedzwiadek, CEO of Image Matters. “We started with a bold vision. The technology has been carefully incubated, developed, refined, and applied in government and commercial applications. Four generations later, our vision has been realized. The R&D kinks have been worked out. It’s ready for primetime. The potential applications are staggering. We are also excited about the crackerjack team that has been assembled, and the early progress with clients and prospects.”

Image Matters leaders remain committed to technology excellence and innovation. States Kurt Buehler, president, “We continue to be a forward-thinking, leading-edge company. We have several projects in the incubator stages, so stay tuned for more exceptional technology products and solutions. We are also paving the way with nimble, cost-effective software and system engineering processes like Agile Enterprise Engineering™ and Rapid Solution Engineering™. Our processes and tools are just as important as our technologies in taking our clients to the next level with incredible efficiencies and cost savings.”

About Image Matters LLC

Image Matters LLC produces software products, develops advanced technology solutions, and provides system and software engineering and consulting services to government and commercial clients. Image Matters specializes in applications, services and technology for Geospatial Web, Web 2.0, Sensor Web, Service-Oriented Architectures (SOA), Geographic Information Systems (GIS), and Web service platforms. Image Matters also offers a complement of professional services to apply its applications and technologies in support of clients in commercial, homeland security, environmental, defense, intelligence, and natural resource management markets. Image Matters LLC is privately held with its headquarters in Leesburg, Va. For more information about the firm, visit www.imagemattersllc.com.

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