



Image Matters LLC and Broadstrokes Inc Announce Joint Marketing Agreement that Combines Voice and Geospatial Technologies

Agreement Helps Both Companies Reach New Markets and New Customers, Giving Emergency Response Managers and Others Geographic-Based Alert Dissemination

Leesburg, VA., and New York, NY., September 26, 2005 - Image Matters LLC, a leader in geospatial information technology solutions and Broadstrokes Inc., an XML web service for data + voice communication, today announced a joint marketing agreement through which both companies will work together to increase market reach and attract new customers.

Image Matters brings its *alertSmarts*[™] technology to this joint agreement, providing state-of-the-art geographic-based emergency notification. Broadstrokes *VSP*[™], is a Web service that uses XML data transformations to manage voice, data, session, and event integration. Together the technologies will provide an interoperable geographic-based notification software application that provides users with unique geospatial tools to automatically generate, dispatch and monitor customized notification messages and call lists for user-designated geographic zones.

For emergency or non-emergency situations, pre-recorded or customized information is disseminated via voice, fax, Web portal, and /or text messages to specific persons or groups. These capabilities can be applied to manage alerting for any type of geographic threat and non-emergency situations, including natural disasters, chemical/biological/radiological/nuclear/ explosive events, missing persons/BOLO events, and more.

"This is a unique combination of two state-of-the art technologies that provides emergency and non-emergency users with geographic-based message notification and response capabilities," states Harry Niedzwiadek, Image Matters CEO. "With our configurable, data-driven approach, users can generate message templates that are then customized on-the-fly for each call recipient, based upon location, time, etc. For example, given a tornado that is being tracked, a call recipient might receive the message: *Warning. Tornado approaching from southwest with expected time of arrival in your vicinity at 11:45pm. Please seek shelter...* and so on. Users are also able to monitor real time call status in a geographic context."

"Both companies are committed to open standards and the combined technologies powerfully leverage the significant Government and industry efforts to date in XML-based emergency notification and interoperability," said Adam Hocek, Broadstrokes President and CTO. "With the proliferation of new communication devices, especially smart phones, there's a growing need to be able to move real-time information with right-time intelligence across disparate enterprise communication channels like to and from telephony systems to Web portals. When Broadstrokes *VSP*[™] is combined with a geospatial map overlay like *alertSmarts* we offer the ability to intelligently manage and communicate actionable information such as situational awareness in complex situations for emergency and non-emergency notifications."

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About Image Matters LLC: Image Matters LLC provides innovative technology solutions. We specialize in Semantic Web, Internet, geospatial and sensor technologies. Image Matters also provides consulting and professional services in the areas of system and software engineering, software development, geospatial consulting, data modeling and database development, technology planning and execution, and business communications. For more information about Image Matters and *alertSmarts* visit www.imagemattersllc.com.

About Broadstrokes Inc.: Broadstrokes *VSP*[™], is a Web service for data + voice communication with the ability to describe multi-modal messages, notifications and complex distribution rules that delivers actionable information, at the right time allowing for two way communication (speech + text). For more information please visit www.broadstrokesinc.com.

Press Contacts

Janine A. Hussey
Image Matters LLC
+1-703-669-5510
janineh@imagemattersllc.com

Adam Hocek
Broadstrokes Inc.
+1-646-613-8212
ahocek@broadstrokesinc.com