



Geospatial Industry Leader Kurt Buehler Named President of Image Matters LLC

Co-Founder and Vice President of the Open GIS Consortium Moves to Private Industry

Leesburg, VA – Aug. 19, 2004 – Image Matters LLC, an information technology firm headquartered in Leesburg, Virginia, recently announced Kurt Buehler as President. Buehler is a recognized leader in the geospatial industry and a founder of the Open GIS Consortium, Inc. (OGC), an international organization that focuses on the development of standards for geospatial, Sensor Web and location-based services, where he served as Vice President and Chief Technology Officer.

“We are elated that Kurt Buehler has joined Image Matters,” said Harry Niedzwiadek, Image Matters CEO. “To add someone of Kurt’s caliber to our management team is very significant, especially at this time. We are in a rapid growth stage and know that Kurt’s extensive leadership skills, background, respected stature in the geospatial industry, and market savvy will provide just the right experience to help us achieve and manage growth. Also, when it comes to understanding the interoperability problems that now plague the industry, there are none better qualified than Kurt. He gives our business a significant boost in helping clients address these problems.”

Image Matters specializes in integrating and applying Semantic Web, geospatial, Internet, sensor and wireless technologies. It is a world leader in providing geospatial-semantic technology solutions. Image Matters’ *userSmarts*[®] middleware technology enhances Service Oriented Architectures (SOA) with *Context-Sensitive Service*[®], Web services and software agents that are personalized and contextually-tuned to users. The firm provides professional services, enterprise solutions and software products to business and government clients. Image Matters primarily serves the homeland security and geospatial markets.

“After ten wonderful years at OGC, I am ready for the next step in my career,” says Kurt Buehler. “I chose Image Matters because of the quality and integrity of its people, the excellent reputation of its work, the quality and importance of its customers, and the incredible brightness of its future. Image Matters stands at the brink of making a major difference in the development of the Geospatial Semantic Web, among other



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things, and I wanted to be a part of a ‘creative core’ of people making something exciting happen. I am honored and humbled to be a part of the Image Matters team.”

About Image Matters LLC

Founded in 2000, ImageMatters LLC offers innovative technology solutions involving Semantic Web, geospatial, Internet, sensor and wireless technologies. In addition to its emergent *userSmarts* technology, which is unparalleled as a geospatial-semantic based interoperability platform, Image Matters also offers professional services in the areas of system engineering and integration, object-oriented software development, application development, information modeling, business and technology planning and execution, business process improvement and business communications. Image Matters’ systems engineering and integration expertise centers on interoperability engineering, commercial-off-the-shelf technology integration, applying new and emerging Web technologies, and developing middleware to integrate systems and enhance application software. Image Matters has extensive experience building, maintaining and enhancing enterprise systems and commercial software. Sun Microsystems and ESRI are key technology partners.

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