

## Company Fact Sheet

### Profile:

Image Matters specializes in developing and applying Geospatial Web and Semantic Web infrastructure technologies for a wide variety of applications and services. The firm also offers a full range of complimentary professional services in software engineering, software development, interoperability engineering and standards, systems engineering and integration, geospatial consulting, data modeling and database development, technology planning and execution, and geospatial and Web applications.

Image Matters prides itself on delivering the highest quality, competitively priced products and services. We focus on innovation, excellence and continuous improvement.

### Image Matters' Mission:

To be the defining technology company developing and applying geospatial semantics.

### Founded:

2001

### Ownership:

Privately held

### Website:

[www.ImageMattersLLC.com](http://www.ImageMattersLLC.com)

### Locations:

#### Headquarters:

Image Matters LLC  
201 Loudoun Street SW  
Leesburg, VA 20175

#### Mid-West Operations

Image Matters LLC  
4899 North Old State Rd. 37  
Bloomington, IN 47408

### Management:

**Harry Niedzwiadek**  
Chief Executive Officer

**Kurt Buehler**  
President

**Janine Hussey**  
Chief Operating Officer

**John Davidson**  
Chief Development Officer

**Dr. Yaser Bishr**  
Chief Technology Officer

**Dr. Jeffrey Ehman**  
Dir. Midwest Operations

**Dr. Timothy Eveleigh**  
Dir. Defense and  
Intelligence Operations

### Core Capabilities Include:

- ❖ Advanced Geospatial Solutions
- ❖ Enterprise Knowledge Management
- ❖ Standards and Interoperability
- ❖ Environmental and Natural Resource Management Services
- ❖ Advanced Systems Engineering Methods

### Leading Products:

Image Matters' products are the key ingredients in the innovative technology solutions it provides. These technologies form the basis for rapid assembly of advanced solutions for complex problems like information overload and context-sensitive situation awareness.

- ❖ **knowledgeSmarts™** - The first technology for the semantic integration of business processes and enterprise content, coupled with rigorous spatial and temporal reasoning to more closely represent real world business context and processes.
- ❖ **alertSmarts™** - A web-based application for emergency managers that aggregates and manages all types of alerts, provides situation awareness, assesses impacts to facilities and populations, and reports results through a

collaboration and information sharing framework.

- ❖ **gnizr™** - A disruptive new technology for searching, filtering, viewing, tagging, and sharing information; combines Web 2.0 social networking and tagging technologies with Image Matters' Semantic Web technology for faster, more relevant user understanding and action.
- ❖ **userSmarts®** - A framework for rapid mashup of context-sensitive situation awareness, alerting, and reporting applications, with an extensible standards-based framework for efficient integration of distributed web resources.
- ❖ **metaSmarts™** - A suite of standards-compliant desktop and server software components for implementing and managing the metadata lifecycle, with tools to describe, search, discover, access, appropriately use, and share data.
- ❖ **i-MAS** - Combines Image Matters' *gnizr* and *knowledgeSmarts* products with Concentia Digital's MAS content management system, taking data fusion and analysis to new heights for the medical research community.

#### **Key Markets:**

Image Matters provides solutions for defense, intelligence, homeland security, medical informatics, environmental, and natural resources markets. In addition to these vertical markets, Image Matters sells Web software infrastructure products (*gnizr* and *knowledgeSmarts*) and related services that address information overload, fusion, and understanding problems in a variety of markets.

#### **Key Customers:**

Image Matters customers include enterprise organizations, research institutions, and local, state and federal governments. Key customers include U.S. Army, U.S. Air Force, Department of Homeland Security, the National Geospatial-Intelligence Agency, FEMA, U.S. Fish and Wildlife Service, U.S. Geological Survey, SAIC, IBM, Northrop Grumman, General Dynamics, British Ordnance Survey, and Open GIS Consortium.

**Key Partners:** Northrop Grumman, Broadstrokes, Concentia Digital, SAIC and Open GIS Consortium.

#### **Key Awards & Special Recognition:**

- ❖ **Innovations in Geospatial Intelligence Award (Nov. 2005).** Presented by the National Geospatial-Intelligence Agency (NGA) at the 2005 Geospatial Intelligence Conference for improving automated filtering of data to help mitigate the volume, variety, and velocities of information facing today's analysts, and combining that filtering with an intuitive human-computer interface to facilitate the analysis process.
- ❖ **2005 Technology Business of the Year Award (Nov. 2005).** Presented by the Loudoun County Chamber of Commerce for recognition of Image Matters as a business that exemplifies achievement and excellence in the local business community.
- ❖ **Special Recognition for "Putting Context to Work" (June 2005).** Presented by the Federal CIO Council's Semantic Interoperability Community of Practice at the Sixth Emerging Technology Components Conference for ways to improve First Response with Semantic Web technology.
- ❖ **"Break Through" Performance Award (Jan. 2004).** Presented by ComponentTechnology.org at the Emerging Technology Components Conference for contributions to the advancement of the Federal Enterprise Architecture.

For more information about Image Matters products or services contact Janine Hussey at 703-669-5510, or visit our Website at [www.ImageMattersLLC.com](http://www.ImageMattersLLC.com).