

## Company Profile

### Expanding the Power of Location

Image Matters is a privately held Limited Liability Corporation that specializes in developing and applying geospatial and semantic 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 products and services available. We focus on innovation, excellence and continuous improvement. We 'walk-in-the-shoes' of our clients and partners... on the same team.

#### Key Offerings

Image Matters provides solutions for defense, intelligence, homeland security, state and local governments, 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 other markets. Our key offering categories include:

#### ❖ **Advanced Geospatial Solutions**

Image Matters staff have compiled an impressive record of geospatial technology innovations. These innovations provide the discriminating foundations for many of our solutions. Underlying our substantial experience in building and deploying operationally advanced geospatial solutions is our solid base of systems and software engineering and our applications experience. As co-authors of the geospatial profile of the Federal Enterprise Architecture, and with our extensive

interoperability engineering experience with Open Geospatial Consortium standards, we have a firm grasp of the role of the geospatial aspect within and between enterprises.

#### ❖ **Enterprise Knowledge Management**

Image Matters offers a state-of-the-art platform for building knowledge-based applications and services – *knowledgeSmarts*. *knowledgeSmarts* is unique in its ability to integrate workflow, event handling, and geospatial-temporal and other analytical processes with Web 3.0 (Semantic Web) technologies. *knowledgeSmarts* enhances business processes by adding and exploiting a knowledge layer with business "intelligence", through which Web services, databases, and software functions are accessed in a relevant business context. This valuable new layer of service infrastructure relieves end-user burden and enhances user productivity.

#### ❖ **Standards and Interoperability**

Our standards-based semantic and geospatial technologies play a foundational role in achieving interoperable systems, where semantics represents the "last rung of the interoperability ladder". Several of our key personnel are internationally known in the standards community and are co-authors of key standards for the Geospatial Web, Sensor Web, and wireless Location-Based Services.

#### ❖ **Environmental and Natural Resource Management Services**

Image Matters brings to bear a highly qualified staff, a wealth of experience, and innovative technologies for environmental problems and for the effective management of natural resources. Our staff has developed solutions ranging from the Wetlands Analytical Mapping System, the first operational GIS built for the federal government in 1976, to the cutting-edge Integrated Mapping and Analysis Tool which leverages

distributed geo-environmental resources in a dynamic Web-based GIS. Our projects range from analyzing impacts of alternative forest plans on Threatened and Endangered Species for NMFA and NEPA compliance, to building an enterprise GIS for a local lake conservancy district to enable objective analysis of dredging options.

#### ❖ **Advanced Systems Engineering Methods**

Image Matters applies an interdisciplinary Systems Engineering (SE) approach to realize successful systems. We differentiate ourselves by placing special emphasis on the role of interoperability standards, the contribution of semantic ontologies, and the pervasive influence of the geospatial aspect within the system and its lifecycle. Image Matters has pioneered a technique that augments the balanced systems engineering design model with direct allocation between the solution architecture and a geographic information system.



#### **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. For example, our unique *knowledgeSmarts* product is unparalleled as a geospatial-semantic Web infrastructure platform that adds a layer of intelligence and automation to business environments.

#### ❖ **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, end-to-end alert processing system that provides a comprehensive set of tools for users

to deal effectively and efficiently with time-sensitive, mission-critical alerts within an Operations Center. The system aggregates, manages, assesses, and reports on alerts for first responders, emergency managers, and watch officers providing them greater situation awareness, impact assessments, and reports.

#### ❖ **userSmarts®**

A framework for rapid mashup of context-sensitive situation awareness, altering, 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.

#### ❖ **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.

#### ❖ **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 informatics community.

#### **Innovating at the Edge of the Web**

Image Matters has won several awards for its R&D innovations, including the coveted 2005 NGA Innovations in Geospatial Intelligence Award. Image Matters has a world-class R&D team with extensive expertise in advanced geospatial, Web, Semantic Web, Sensor Web, fusion, and visualization technologies.

Image Matters' innovative technologies improve or replace stale business processes and improve the quality and speed of product and service delivery.

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).