

## For Immediate Release

### **gnizr™ Mashup Tools Used in EPA Extreme Social Networking Challenge**

*EPA's symposium participants were challenged to use gnizr and other mashup tools to collect vital environmental information in an accelerated collaboration*

**Leesburg, VA, November 26, 2007** – A challenge was issued to participants at the EPA Environmental Information Symposium 2007 to use mashup tools to *collect and share* the best information, ideas, and resources related to the protection of the Puget Sound. The “Puget Sound Information Challenge” is a real-life case study that rallied participants at the symposium to collect vast amounts of data and other Web resources in a short amount of time. Image Matters’ *gnizr* was featured as a key mashup tool to help *Challenge* participants collect, organize and analyze disparate information in real time. Image Matters recently released the source code of *gnizr* to the open source community under the Mozilla Public License. This software provides enterprises and individuals with an out-of-the-box Web 2.0 mashup framework for bookmarking, tagging, and sharing Web resources.

The Puget Sound Information Challenge was initiated by the EPA’s Assistant Administrator for Environmental Information, Molly O’Neill, and the Chair of the Puget Sound Partnership Leadership Council (former EPA Administrator) Bill Ruckelshaus. The *Challenge*, to collect information specific to the environmental issues facing the region, has obvious application to other domains. “*gnizr* allows a vast group of multi-discipline users to quickly create an emergent base of knowledge about any topic of interest, utilizing any and all Web resources that are needed to comprehensively complete the information picture for the topic,” said Harry Niedzwiadek, Image Matters CEO.

As an open source project, *gnizr* allows developers worldwide to participate in creating the industry’s most advanced Web mashup and social bookmarking framework with spatial capabilities. The open source *gnizr* and documentation are available at <http://gnizr.googlecode.com>.

*gnizr* is a core part of *gnizr Enterprise*, a robust, smart, and collaborative knowledge management and discovery solution. The *Enterprise* edition unlocks data behind enterprise silos, exposes this data as resources that can be exploited in Web 2.0 world, and helps users mashup data from different sources, uncover hidden relations, gain new insights, and enhance their productivity. Image Matters will release *gnizr Enterprise* in late 2007.

## **About Image Matters LLC**

Image Matters LLC is an advanced technology solutions provider that 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 and technology for Web 2.0, Geospatial Web, Semantic Web, Sensor Web, Service-Oriented Architectures, Geographic Information Systems, and Location-Based Services. Image Matters also offers a complement of professional services to apply its applications and technologies in support of clients in the defense, intelligence, homeland security, medical informatics, environmental, and natural resource management markets. Image Matters LLC is privately held with its headquarters in Leesburg, VA. For more information, visit [www.imagemattersllc.com](http://www.imagemattersllc.com).

### ***For more information about Image Matters LLC or gnizr:***

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