

Press Release

Image Matters LLC Announces SLAMM-View 2.0 Release

SLAMM-View Supporting the Need to Evaluate the Impacts of Sea Level Rise on Coastal Communities

Leesburg, Virginia, March 16, 2011 – Image Matters LLC, an award winning provider of geospatial IT solutions and professional services, in partnership with The U.S. Fish & Wildlife Service, plans to unveil SLAMM-View 2.0 at [NOAA's Coastal GeoTools conference](#), March 21 - 24, 2011. SLAMM-View 2.0 (Sea-Level Affects Marshes Model), is the newest version of a user-friendly Web application that enables researchers, managers, policy-makers, and the public to visualize and quantify the impacts of sea level rise on coastal wetlands. According to the Environmental Protection Agency (EPA), sea level is rising along most of the U.S. coast, and around the world. Rising sea levels inundate wetlands and other low-lying lands, erode beaches, intensify flooding and storm damage, and increase the salinity of rivers, bays, and groundwater tables.

Employed by researchers, SLAMM-View's visual approach to displaying coastal changes is also widely used to educate the public on the effects of sea level changes. "Sea level rise is certainly one of the most pressing issues facing many coastal communities, as well as national wildlife refuges," said SLAMM-View user Chincoteague National Wildlife Refuge Manager Lou Hinds. "SLAMM-View continues to be a key tool used by coastal refuge managers to involve the public in discussions concerning sea level rise as part of the Comprehensive Conservation Planning process" Hinds added.

Another SLAMM-View user, Leopoldo Miranda, Supervisor, Chesapeake Bay Field Office states This new web-mapping tool "For nearly 20 years coastal change information the information provided by SLAMM was available only in table or static map form. SLAMM-View now provides this information in a visually dynamic way that more organizations and individuals will be able to use".

Dr. Bill Wilen, Wetlands Biologist and Chair of the FGDC Wetlands Subcommittee, adds that "SLAMM-View provides a number of benefits for our organization, including facilitating public outreach about sea level rise impacts in the refuge communities, aiding the design of habitat restoration efforts, and quantifying impacts around the refuges."

What's New in Version 2.0?

SLAMM-View Version 2.0 extends Image Matters' innovative approach to visualizing and quantifying landscape-scale change through an array of enhancements and additions. Image Matters' product manager Dr. Jeff Ehman notes that "we are particularly excited about the 'multiple-map' and 'analysis' features." SLAMM-View users are now able to quickly identify how changes through time differ among sea level rise scenarios through six side-by-side maps that are geographically-linked for panning and zooming. Additionally, users can now specify their area-of-interest and produce a summary report of the changes for each land and wetland cover type for that area through time for all scenarios.

Moreover, SLAMM-View is gaining steam among SLAMM researchers, wetland advocates, refuge managers, and policy-makers alike. The latest project added for visualization and analysis with SLAMM-View is the [whooping crane winter habitat in and around the Aransas National Wildlife Refuge](#). Participating organizations now include the US Fish & Wildlife Service (SLAMM-View primary sponsor), Indiana University (initial sponsor, via EPA STAR grant), and the National Wildlife Federation, with SLAMM project results for the Texas and Louisiana coast produced by The Nature Conservancy to be made available soon.

See an online demo at www.slamview.org.

About Image Matters LLC

Image Matters LLC is a software technology and professional services company that produces software products, develops advanced technology solutions, and provides consulting services to government and commercial clients. We help our clients solve their most challenging IT problems by leveraging best practices, technology expertise, innovation and past successes. For more information about the firm, visit www.imagemattersllc.com.

#

Note to Editors: Please let us know if you have questions or would like to review SLAMM-View 2.0. Contact Jeff Ehman at jeffe@imagemattersllc.com to get more information. Demos available at www.slammview.org.

Image Matters LLC Corporate Contact:

Janine Hussey, Image Matters LLC. Phone: +1 703.669.5510

email: janineh@imagemattersllc.com