



**For Immediate Release**

## **Image Matters LLC Awarded Contract to Develop a Severe Weather Awareness, Response, and Mitigation Application**

**Leesburg, Va., February 1, 2007** – The Mid-America Regional Council (MARC), recently awarded Image Matters LLC a contract to develop a Severe Weather Awareness, Response and Mitigation (SWARM) application for the Kansas City metropolitan area. The Web-based application will provide emergency managers and the incident response community with the capability to receive time-sensitive, severe weather alert and assessment information linked to specific geographic areas. Funding for the project comes from a pre-disaster hazard mitigation grant from the Missouri State Emergency Management Agency (SEMA) to MARC.

SWARM will display maps of affected areas and combine real-time National Weather Service (NWS) and other data resources. In addition, the system will provide GIS-based functionality allowing users to measure, draw, track, analyze and report on severe weather situations and the critical facilities likely to be affected. Users can customize the display of information depending on both their roles and the specific situation. By providing advanced warning and timely, location-specific information and the capacity to share it, the application provides additional time for vital coordination efforts associated with individual communities or multi-jurisdictional responses.

“The SWARM application will offer the local jurisdictions in the MARC region a greater degree of situational awareness in planning for and responding to severe weather events,” said Kyle McPhee, a planner for MARC’s Emergency Services and Homeland Security program. “This application will make GIS technology easily available to the community and allow them to interact with critical data in a real-time and user-friendly interface.”

Image Matters plans to deliver the SWARM application in March 2007.

“We are able to deliver this robust application in a timely fashion by using Image Matters commercial, off-the-shelf, situation-awareness technology, *userSmarts*®, and our advanced alerting technology, *alertSmarts*™. We

are combining these technologies with our extensive experience in interoperability engineering and standards-based, service-oriented architecture (S-SOA) to meet this challenge,” said Dr. Jeffery Ehman, director of Mid-West Operations for Image Matters.

### **About the Mid-America Regional Council (MARC)**

The Mid-America Regional Council, commonly referred to as MARC, serves as the association of city and county governments and the metropolitan planning organization for the eight-county, bistate Kansas City region. MARC provides a forum for area jurisdictions and diverse community interests sit down together to address a wide variety of issues that extend beyond city, county or state boundaries. MARC has a long history of involvement in emergency services planning and, through its Regional Homeland Security Coordinating Committee, administers a number of federal grants to enhance regional response capabilities.

### **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 system and software engineering and consulting services to government and commercial clients. Image Matters specializes in applications and technology for Geospatial Web, Semantic Web (Web 3.0), Web 2.0, Sensor Web, Service-Oriented Architectures (SOA), Geographic Information Systems (GIS), Web services, and Location-Based Services (LBS). Image Matters also offers a complement of professional services to apply its applications and technologies in support of user communities ranging from the U.S. Forest Service to Joint Force Operations. Its primary vertical markets are defense, intelligence, homeland security, medical informatics, environmental, and natural resource management. Image Matters also serves the horizontal markets for Geospatial Web and Semantic Web infrastructure. Image Matters LLC is privately held with its headquarters in Leesburg, Va.

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