



For Immediate Release

The Mid-America Regional Council (MARC) Deploys Key Software for Emergency Managers
Image Matters' alertSmarts supports emergency managers in preparing for, preventing, mitigating the effects of, responding to, and recovering from severe weather events

Leesburg, Va., April 10, 2007 – Image Matters LLC recently delivered the first of a new generation of severe weather situation awareness, alerting, and reporting capabilities, based upon Image Matters' *alertSmarts™* technology, to the Mid-America Regional Council (MARC). The new system, referred to as *Severe Weather Awareness, Response and Mitigation (SWARM)*, will provide emergency managers and first responders in the Kansas City metropolitan area with time-sensitive, severe weather alert and assessment information linked to specific geographic locations.

SWARM displays maps of affected areas and combines real-time National Weather Service (NWS) data and alerts with common operational views of regions of interest developed through seamless, real-time integration of geospatial data taken from multiple local, state, and federal data resources. In addition, the system provides GIS 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 their roles and the specific situation, thus they see only what is timely and relevant to them. By providing location-specific advanced warning information, and then immediately sharing this information with other authorized users, the application provides additional time for vital coordination efforts associated with multi-agency, 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.”

“We delivered *SWARM* in a timely fashion by leveraging Image Matters' commercial, off-the-shelf *alertSmarts* technology. This state-of-the-art technology, combined with our extensive experience in interoperability engineering and standards-based, service-oriented architecture (S-SOA), allowed us to exceed the goals of

MARC in introducing this mission-critical new capability to the region,” 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, bi-state Kansas City region. MARC provides a forum for area jurisdictions and diverse community interests to 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 the Department of Homeland Security. 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. For more information visit www.imagemattersllc.com.

*For more information about
Image Matters LLC Contact:*

Image Matters LLC
201 Loudoun Street SW
Leesburg, VA 20175
Telephone: +1 703.669.5510
General Information: info@imagemattersllc.com

*For more information about the MARC,
contact:*

Mid-America Regional Council
600 Broadway, Suite 300
Kansas City, MO 64105
Telephone: +1 816.474.4240
General information: kmcphee@marc.org