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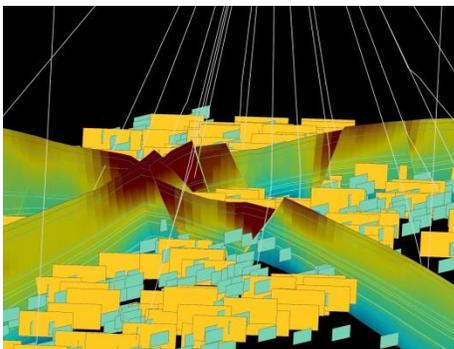
Paradigm to Present Solutions for Unconventional Plays, G&G Interpretation, Geologic Modeling, Formation Evaluation and Facies Determination at AAPG 2014

Solution demonstrations showcase high science, product integration and interconnectivity, and multi-user collaboration to ensure advanced science for everyone.

(Houston: March 17, 2014) Paradigm® (www.pdgm.com) will feature its latest innovations at the 2014 American Association of Petroleum Geologists (AAPG) Annual Convention and Exhibition in Houston, April 6-9. Conference attendees are invited to join Paradigm at [booth #1612](#) for live demonstrations featuring integrated geophysical and geological interpretation, geological modeling in fractured and structurally deformed regimes, formation evaluation and facies determination. The rich technical program blends services, cutting-edge technologies, and new workflows that ensure advanced science for all users – from the specialist to the generalist – in both conventional and unconventional plays.

With the theme **Advanced Science for Everyone** as a backdrop, Paradigm will showcase its geophysical solutions that combine high science, product integration and interconnectivity, and multi-user collaboration in a common user interface. Visitors to the booth will learn how these solutions provide methods that:

- Identify missed pay zones and optimize production using geologic correlation ([Paradigm StratEarth®](#))
- Support precise well placement with a global tomographic well-tie solution in depth ([Paradigm GeoDepth®](#))
- Understand and quantify sources of petrophysical uncertainty for resolving interpretation conflicts ([Paradigm Geolog®](#))
- Perform geologic modeling in fractured and structurally deformed regimes ([Paradigm SKUA®](#))
- Delineate facies heterogeneities and predict lithology distribution (Paradigm lithofacies prediction)
- Build robust, geologically meaningful reservoir models ([Paradigm SKUA®](#))



Discrete Fault Network characterization in an accurate 3D geologic model to optimize well placement

Paradigm presentations will also focus on workflows and applications that meet the growing challenges of unconventional plays. These include quantitative seismic interpretation ([Paradigm SeisEarth®](#)) using an example from the Eagle Ford Shale, the use of microseismic data to understand stimulated rock volume geometry, and interactive well planning and geosteering for sweet spot optimization ([Paradigm SKUA®](#)).

“At Paradigm, our goal is to provide advanced science solutions to all users across the geophysical, geological, and petrophysical workflow,” said Duane Dopkin, executive vice president of Geoscience at Paradigm. “This is made possible with a deep understanding of the geologic model and its ability to incorporate all supporting data.” AAPG 2014 attendees will get a first look at the advanced capabilities of these solutions

to help optimize the return on investment in their assets for both conventional and unconventional reservoir plays.”

Paradigm is again proud to be a Gold Level sponsor of the 2014 American Association of Petroleum Geologists (AAPG) [Imperial Barrel Award Program](#) (IBA). The AAPG IBA program is a scholarship program aimed at supporting geoscience students. Paradigm provides participating universities with licenses, training and support of Paradigm software. This empowers students with the tools they need to complete a technical assessment of field hydrocarbon potential, from seismic interpretation, geological modeling and petrophysics to reservoir engineering and risk assessment.

AAPG attendees can attend live software [demonstrations](#) each day, starting at 9:00 AM. One-on-one demonstrations by technical experts featuring the company’s latest technology offerings and its potential applications are available upon request. Attendees are invited to attend two Lunch and Learn sessions, to be held at the booth on Monday and Tuesday. Paradigm will also have an active presence at the [AAPG technical program](#) with joint poster presentation: Theme 8: Fractures, Faults, Fluids and Traps (PSG/AAPG).

For more information on Paradigm products and services, please visit www.pdgm.com, or e-mail info@pdgm.com.

About Paradigm®

Paradigm (www.pdgm.com) is the largest independent developer of software-enabled solutions to the global oil and gas industry. Paradigm easy-to-use technology and workflows provide customers with deeper insight into the subsurface by combining leading-edge science, high-performance desktop and cluster computing, and scalable data management, delivering highly accurate results and productivity without compromise.

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