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Halliburton Releases Innovative 3D Visualization Offering Based on Next-Generation Microsoft Graphics and Gaming Technology

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HOUSTON--(BUSINESS WIRE)--Oct. 26, 2009-- Landmark, a brand of Halliburton (NYSE:HAL), today launches GeoGraphix® Discovery™ 3D software, the new Microsoft (NASDAQ:MSFT) Windows PC-based offering incorporating state-of-the-art interactive visualization tools from Microsoft's Xbox® gaming console and the 64-bit capabilities and performance of the new Microsoft Windows 7 operating system. Using this new member of the GeoGraphix product family, Discovery 3D software users will have an immersive, game-like experience when developing geologic interpretations.

GeoGraphix Discovery 3D software is one of the first oil and gas solutions leveraging the Microsoft Windows 7 operating system as well as the latest DirectX® graphics technology, combined with Microsoft Xbox gaming technology. The resulting product vastly improves the way geoscientists interact with and manipulate 3D subsurface models, allowing for faster, more accurate interpretations and decisions.

Chris Usher, senior director of Landmark Software and Services, said, "Discovery 3D software is the result of the partnership combining Landmark's geoscience expertise and Microsoft's rich and pervasive technology platform. Landmark is again leading in innovation by introducing an E&P visualization product that applies the latest in 3D graphics and gaming technology, giving geoscientists a seamless and productive way to interact with 3D models. Discovery 3D software also provides up-and-coming generations of geoscientists a familiar environment to work in, making it quick and easy for them to adopt this technology. This familiar experience is completed by the Windows PC platform for Discovery 3D software, making high-performance 3D visualization and interpretation tools accessible and affordable to companies of all sizes."

"We are delighted with the Halliburton partnership," said Albrecht (Ali) Ferling, Ph.D., managing director, Worldwide Oil and Gas Industries for Microsoft. "Discovery 3D software is a great example and just the tip of the iceberg in a series of breakthrough innovations our companies will deliver to the oil & gas industry in the coming months and years. Halliburton's commitment to the Windows 7 operating system and DirectX graphics is a great recognition of the enterprise-class capabilities and technology delivered by our latest operating system, as well as a confirmation of the great momentum of Microsoft's offerings and partnerships in the oil and gas industry worldwide."

When combined with the Discovery software integrated platform framework, resulting workflows provide a novel interaction with all of the well information, geologic interpretations, structural and geo-referenced layers in three dimensions. Geologic interpretations developed using the GeoGraphix Discovery workflow, and visualized in real time through Discovery 3D software, translate to an enhanced, more complete understanding of the geologist's work, and they ultimately improve models in a real-world, 3D earth model domain.

About Microsoft

Founded in 1975, Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About Landmark

Landmark is the premier provider of software and technology services for the upstream oil and gas industry. Our software solutions, built for the DecisionSpace® environment, help improve insight from data in ways never possible before, across the entire exploration and production life cycle. Landmark's technology deployment and hosting services, petrotechnical computing portfolio, software training, and certified customer support are globally available to help its customers realize the maximum return on their technology investments. Visit www.halliburton.com/landmark for more information.

About Halliburton

Founded in 1919, Halliburton is one of the world's largest providers of products and services to the energy industry. With more than 50,000 employees in approximately 70 countries, the company serves the upstream oil and gas industry throughout the life cycle of the reservoir – from locating hydrocarbons and managing geological data, to drilling and formation evaluation, well construction and completion, and optimizing production through the life of the field. Visit the company's Web site at www.halliburton.com.

Source: Halliburton

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