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Halliburton Introduces CYPHERSM Seismic-to-Stimulation Service to Optimize Productivity and Well Economics

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Detailed geoscience earth modeling integrated with drilling and completion engineering processes provides solutions to difficult shale and tight reservoir challenges

NEW ORLEANS--(BUSINESS WIRE)--Sep. 30, 2013-- Halliburton (NYSE: HAL) introduced its [CYPHERSM Seismic-to-Stimulation service](#) at the Society of Petroleum Engineers' Annual Technical Conference and Exhibition (SPE ATCE) today. The CYPHER service is a collaborative workflow that effectively integrates geoscience, reservoir, drilling and completion engineering to allow operators to better predict and produce unconventional reserves. The service is supported by a breakthrough technology suite using an iterative process that identifies the best well placement and stimulation designs, critical parameters to the total well cost and ultimate production.

Operators have discovered that developing shale or other tight reservoirs requires special treatment. The processes and technologies that have worked for many years in conventional reservoirs often are not adequate for the complexities of unconventional reservoirs. Shale and tight reservoirs can contain multiple sweet spots mixed with nonproductive rock. Misplaced fracturing zones or missed production opportunities can result in expensive wells and sub-optimized well economics. Cumulative production can vary widely in a field, depending on well placement. In the Eagle Ford, for example, one operator gained a four-fold increase in cumulative production and reduced drilling costs by increasing the accuracy of wellbore placement using the CYPHER service.

The CYPHER service, built on collaboration, integrates all available data – seismic, cores, logs, microseismic, and production – and is supported by advanced applications for earth modeling, formation evaluation, horizontal drilling, complex fracture modeling, reservoir simulation and more. Field trials are under way in the United States, Europe and the Asia Pacific region.

To learn more about CYPHER service, come to Booth 1819 or visit www.Halliburton.com/CYPHER.

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 75,000 employees, representing 140 nationalities in approximately 80 countries, the company serves the upstream oil and gas industry throughout the lifecycle 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 website at www.halliburton.com.

Source: Halliburton

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