



## Halliburton Launches EarthStar® 3DX Horizontal look-ahead Resistivity Service to Unlock Reservoir Potential

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HOUSTON--(BUSINESS WIRE)--May 19, 2025-- Halliburton (NYSE: HAL) launched [EarthStar® 3DX](#), the industry's first 3D horizontal look-ahead resistivity service. The technology provides operators with geological insights into horizontal wells up to 50 ft before penetration by the bit.

The capability to gather real-time data allows operators to identify hazards and make informed decisions.

"EarthStar 3DX service is the latest example of Halliburton's leadership in reservoir mapping technology," said Jim Collins, vice president, Sperry Drilling, Halliburton. "True to our value proposition, we customize our subsurface and drilling solutions to maximize asset value for our customers. By mapping geological variations before they are encountered, operators can adjust well trajectories to minimize risk, improve wellbore placement, and increase reservoir contact."

With the industry's closest-to-bit, ultra-deep resistivity sensor, the EarthStar 3DX look-ahead service enables earlier formation detection. Unlike conventional mapping technology, EarthStar 3DX service helps operators anticipate formation changes, optimize reservoir contact and hydrocarbon recovery, and reduce premature exits and unnecessary corrections. Early intervention mitigates wellbore instability challenges and facilitates safe and efficient operations for customers.

Learn more about Halliburton [logging while drilling](#), [drilling technologies](#), and [EarthStar 3DX service](#).

### About Halliburton

Halliburton is one of the world's leading providers of products and services to the energy industry. Founded in 1919, we create innovative technologies, products, and services that help our customers maximize their value throughout the life cycle of an asset and advance a sustainable energy future. Visit us at [www.halliburton.com](http://www.halliburton.com); connect with us on [LinkedIn](#), [YouTube](#), [Instagram](#), and [Facebook](#).

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