



Interactive Data Visualization Awarded US Dept. of Defense SBIR Contract

FOR IMMEDIATE RELEASE: April 9, 2003
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\$750,000 Contract Will Fund Two-Years' Research in 3D Visualization Technologies

COLUMBIA, S.C. – Interactive Data Visualization (IDV), Inc., has been selected by the U.S. Dept. of the Navy to continue developing a software system for facilitating the interactive 3D visualization of complex data, obtained from a variety of sophisticated models and simulations.

The \$750,000 contract, awarded under the Small Business Innovation Research (SBIR) program, will fund a second phase of research and development by IDV into its visualization tool.

In May of 2002, IDV was awarded an initial \$70,000 Phase I SBIR contract in order to determine the feasibility of using the system with military modeling and simulation programs. IDV, competing with three other small high-tech businesses across the U.S., was the only one to be awarded a Phase II contract.

“With further development, IDV’s software will enable the U.S. military to view and understand complex data in an unprecedented way,” said Mark Houghton, Head, Advanced Methods Division/J82, Joint Warfare Analysis Center, for the U.S. Dept. of Defense. “But a

critical appeal of the technology is also its vast commercial potential. Organizations involved in manufacturing, distribution, agriculture – you name it – stand to benefit by taking the advanced, dynamic look at their data that IDV will facilitate.”

IDV CEO Chris King said the award will fund five full-time technology positions at IDV, and could lay the groundwork for a much larger enterprise. “We plan to deliver the de facto standard for real-time visualization of complex data,” said Mr. King. “This contract will be key in helping us drive this vision.”

With IDV’s technology, any interplay among all manner of variables – inventory, shipping and resupply logistics for a global distributor, for example, or the delivery and depletion of raw materials during a manufacturing process – may be simulated visually for a greater understanding of the factors involved. The software also will permit variable manipulation, such as increased shipping fuel costs or higher manufacturing process temperatures, so that users can get instant feedback about how changes to the system alter outcomes.

[NOTE: THE ORIGINAL ANNOUNCEMENT TEXT WAS UPDATED AND EDITED FOR SPACE IN THIS VERSION, PUBLISHED ON NOV. 28, 2007]

The Eye-Sys® visualization application delivers unprecedented versatility to the challenges of visualizing complex and dynamic data of all types. The software was developed and partially funded through engagements with the US Dept of Defense, various research organizations and leading defense contractors. For more information about Eye-Sys, visit www.eye-sys.com.

Interactive Data Visualization, Inc. (IDV), develops software products with a focus on real-time three-dimensional applications for the visual simulation, engineering visualization, game development, and animation industries. IDV, a privately held corporation, was founded in 1999 in Columbia, South Carolina. For more information about IDV, visit www.idvinc.com.

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