

Telemorphic, Inc. Recognized for Excellence in the Geotechnologies Industry

Boston, MA — July 15, 2004 – Frost & Sullivan is pleased to present Telemorphic, Inc., a leading developer of Geographic Information Systems (GIS) technology, with the 2004 Customer Value Enhancement Award in recognition of the outstanding contribution made by the company's software product, MultiViewer.

The award is given each year to the company that has best demonstrated the ability to expand the customer base, while maintaining the existing install base, with more innovative value creation and enhancement strategies than competing vendors within the company's industry. The award acknowledges the company's successful sales entry, customer acquisition and service strategies, and the degree to which these strategies have met customer needs and requirements.

Telemorphic designed MultiViewer as a powerful yet easy-to-use extension to ESRI's ArcGIS software. MultiViewer enables users to simultaneously compare multiple scanned maps, and images from different sensors as well as other raster and vector GIS data layers. Users can layer different types of information while evaluating certain degrees of sensor fusion – effectively coupling panchromatic, multispectral, synthetic aperture radar, and other imaging techniques to draw conclusions. This evaluation can be accomplished in side-by-side or layered images, giving the user a look at phenomena such as vegetation health over time, soil characteristics, coastline erosion and others. The application also allows users to work with any geospatial data that can be displayed in the ArcGIS environment. Such data may reside locally, served to the desktop application via an organization's enterprise GIS (Geodatabase, ArcSDE, DBMS, and/or ArcIMS), or accessed on-line from Internet GIS resources.

“The interpretative ability MultiViewer demonstrates is a milestone in pushing unique interpretive capabilities to newer users,” says Frost & Sullivan Senior Analyst Ron Stearns. “ArcGIS is used in the creation, management, integration, analysis, display, and dissemination of spatial data, and MultiViewer adds significant value to this core offering.”

With a price point near \$300, MultiViewer adds a great deal of interpretive capability without adding a large layer of investment. Targeted applications include: defense and intelligence, homeland security, agriculture, forestry, local governments, and others. In creating MultiViewer as an ArcGIS extension, Telemorphic taps into a potential pool of tens of thousands of GIS “seats” or users.

Telemorphic, a privately held corporation based in Berkeley, CA, gained popularity with its off-the-shelf MapImager and Maplicity geospatial products and development tools. The company has also proven its prowess as a provider of cutting-edge geospatial technologies and application development services to leading IT/GIS solutions integrators.

For its ability to maximize the value of its offerings, and exhibit remarkable growth in a highly-competitive market, and for its successful launch of a new service protocol to improve overall customer ownership experience, Frost & Sullivan recognizes Telemorphic by awarding it the 2004 Customer Value Enhancement Award for Geotechnologies.

Held in Boston, Frost & Sullivan's 2004 Excellence in Customer Value Enhancement Awards Banquet honored world-class companies for outstanding performance and achievements in customer care. An annual event, the banquet recognized the quality and merit of distinguished individuals and companies.

About Telemorphic, Inc.

Founded in 2000, Telemorphic, Inc. has emerged as a leading innovator in geospatial technologies. Telemorphic's expertise in remote sensing and GIS application development provided the foundation for award-winning solutions that combine seamless integration of image analysis and visualization tools with enhanced geospatial technologies for the desktop and Internet/intranet. For additional information, visit www.telemorphic.com.

About Frost & Sullivan

Founded in 1961, Frost & Sullivan is recognized as a global leader in growth consulting. Frost & Sullivan Awards are presented to companies that demonstrate excellence in their industry, commending the diligence, commitment, and innovative business strategies required to advance in the global marketplace. Frost & Sullivan rigorously analyzes specific criteria to determine award recipients in a vast variety of market industries and landscapes. For further information, visit www.frost.com.

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