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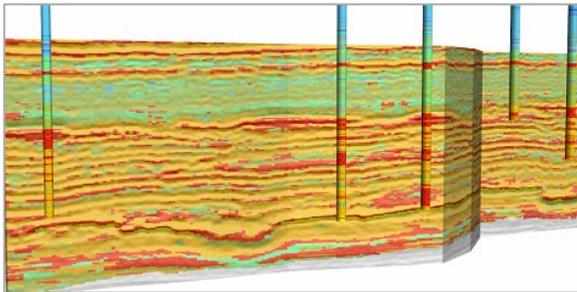
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**Paradigm to Unveil Paradigm 17 and Present Innovative High-Definition Workflows at AAPG 2017**

*Demonstrations will focus on advanced solutions for both unconventional and conventional plays, as well as automation through machine learning.*

**(Houston: March 21, 2017)** Paradigm® ([www.pdgm.com](http://www.pdgm.com)) will present a multi-disciplinary program targeted at the trends and challenges facing today's energy industry, at the 100<sup>th</sup> American Association of Petroleum Geologists (AAPG) Annual Convention and Exhibition, in Houston, April 2-5. Conference attendees are invited to join Paradigm at [booth #1715](#) for live demonstrations featuring the latest innovations that help fuel global energy programs. The company will also host a **media event on Monday, April 3 at 2:45 pm CST**, at the Paradigm booth, to unveil Paradigm 17®, its latest software suite.



*New rock type classification integrated into Paradigm SeisEarth uses Machine Learning for automated seismic facies classification*

With the theme **A High Definition Platform – Better Results with Less Effort** as a backdrop, Paradigm technical presentations will feature the new Paradigm 17 product suite, which leverages a high-definition platform along with advanced technology and seamless integration, to improve asset team effectiveness in achieving superior decision-making results. This latest software suite is also available for use on the Cloud.

Technical presentations at the Paradigm booth will focus on key workflows in the exploration and development of unconventional and conventional plays, including:

- Machine Learning for Automated Seismic Facies Classification in Paradigm 17
- Using Innovative Technology to Enhance Performance in Shale Reservoirs - An Eagle Ford Case Study
- Borehole Analysis for Unlocking Unconventional Reservoirs
- Introducing Paradigm for the Cloud
- Reservoir Geomechanics for Better Production Risk Management
- Impact of Parameter Uncertainty on Velocity Modeling and Time/Depth Conversion Workflows
- Effectively Matching Seismic to Wells in the Depth Domain
- Using Production Data to Enhance Reservoir Characterization
- Chronostratigraphic Modeling - Realizing the Full Value of Chronostratigraphic Interpretation

“We are seeing new trends in our industry”, said Indy Chakrabarti at Paradigm. “Among them are the use of machine learning to reveal characteristics beyond what humans have been able to accomplish to date, and the maturing of specialized tools for unconventional assets. As the industry’s leading high-science company, we have devoted substantial resources to developing advanced technologies that answer these growing needs, and we’re excited to share them at our booth at AAPG.”

AAPG attendees can attend live software demonstrations each day, starting at 9:30 AM. One-on-one demonstrations by technical experts featuring the company's latest technology offerings and its potential applications are available upon request.

Paradigm is again proud to be a sponsor of the American Association of Petroleum Geologists (AAPG) [Imperial Barrel Award Program](#) (IBA). Paradigm and AAPG have also undertaken a joint initiative to deliver a [Continuing Education Program](#) to AAPG members, in order to help them stay current with new trends and technologies. The initiative includes the joint development of knowledge transfer through training sessions, to be presented at selected venues.

For more information on Paradigm products and services, please visit [www.pdgm.com](http://www.pdgm.com), or e-mail [info@pdgm.com](mailto:info@pdgm.com).

### **About Paradigm®**

Paradigm ([www.pdgm.com](http://www.pdgm.com)) is the largest independent developer of software-enabled solutions to the global oil and gas industry. Paradigm easy-to-use technology and workflows provide customers with deeper insight into the subsurface by combining leading-edge science, high-performance desktop and cluster computing, and scalable data management, delivering highly accurate results and productivity without compromise.

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