



# Announcing the new ERDAS, The Earth to Business Company

April 3, 2008

**Norcross, GA** – Leica Geosystems Geospatial Imaging today announced that it has changed its name to ERDAS, Inc. Recently making several acquisitions, the combined company is reintroducing the ERDAS name and will do business under this name moving forward. Building off an established brand in the industry, ERDAS is known for developing the most advanced geospatial technology and delivering reliable customer service and support worldwide. As the earth to business company, the new ERDAS' product portfolio encompasses the entire geospatial information lifecycle of authoring, managing, connecting and delivering integrated business data.

ERDAS offers a depth and breadth of knowledge, enabling organizations to create value from large volumes of geospatial data captured from a variety of sources. In 2007, the division acquired Acquis, ER Mapper and IONIC, providing the company with new technology and strengthening its global presence. Broadening its offerings, the company's portfolio not only appeals to existing geospatial customers, but also to those with larger web and enterprise needs. Building on a rich history and expertise in geospatial imaging, ERDAS has secured its position to be a leader in the broader geospatial information market.

"Across a broad range of industries, more organizations are using geospatial information to drive business decisions and processes," said Bob Morris, President & CEO, ERDAS. "ERDAS is defining the systems that will put the information around our changing earth to work in business."

ERDAS provides the most dynamic geospatial solutions to meet everyday business needs. ERDAS solutions meet the full spectrum of an organization's requirements, transforming geospatial data into information useful for decision-making processes. By incorporating standards-based interoperability, ERDAS ensures that data is seamlessly integrated for desktop, enterprise, web-based and mobile clients. With Open Geospatial Consortium (OGC) and International Organization for Standardization (ISO) compliance, ERDAS develops standards-based solutions with the most advanced service-oriented platform available. By leveraging new and existing technologies, ERDAS incorporates existing technological strengths in image exploitation, processing, visualization and geospatial data management to meet a broader spectrum of customer needs in today's enterprise environment.

"ERDAS is positioned to help organizations harness the information of the changing earth for greater advantage," said Mladen Stojic, Senior Vice President, Product Management and Marketing, ERDAS. "With a growing portfolio, ERDAS delivers geospatial business systems that transform our earth's data into business information."

Moving forward, Leica Geosystems Geospatial Imaging is now ERDAS, Inc, effective April 3, 2008.

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## About ERDAS

ERDAS – The Earth to Business Company – helps organizations harness the information of the changing earth for greater advantage.

ERDAS creates geospatial business systems that transform our earth's data into business information, enabling individuals, businesses and public agencies to quickly access, manage, and share that information from anywhere.



Using secure geospatial information, ERDAS solutions improve employee, customer and partner visibility to information, enabling them to respond faster and collaborate better. It also means better decision-making, increased productivity and new revenue streams.

ERDAS is a part of the Hexagon Group, Sweden. For more information about ERDAS or its products and services, please call +1 770 776 3400, toll free +1 866 534 2286, or visit [www.erdas.com](http://www.erdas.com).

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