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## **Weatherford Announces Reveal 360™ at AAPG ACE 2014**

### **Image processing and services deliver 360-degree wellbore imaging**

HOUSTON, April 7, 2014 – Weatherford Petroleum Consultants AS announced the preview launch of Reveal 360™ at American Association of Petroleum Geologists (AAPG) Annual Convention and Exhibition 2014. Reveal 360 is a new, patent pending imaging technique that removes the blind spots from wireline wellbore images.

Reveal 360 is a sophisticated technique for reconstructing the data that is missing from the gaps in wellbore images, i.e., the sections of the borehole that were not measured by the pads of wireline image tools. The process begins by decomposing the measured sections of the borehole wall into sparse representations of their morphological components using dictionaries of multi-scale, multi-orientation transforms—a technique known as morphological component analysis.

These representations are then reconstructed using information from the dictionaries to fill in missing information.

“Gaps between the pads of wireline tools provide images in which 30 to 50 percent of the wellbore data is missing. With Reveal 360, our processing technique environmentally normalizes the image and then removes the gaps between pads, providing a complete view of your wellbore,” explained Peter Elkington, Weatherford chief geoscientist – Geoscience Development.

Reveal 360 provides unbiased and reproducible estimates of the non-measured parts of images, and as such, enables automated pattern recognition algorithms that are typically challenged by gaps in the data.

“Through integrated interpretive and consulting services, our consultants can guide you to a thorough understanding of your well using the Reveal 360 image processing technique and reduce reservoir uncertainty,” said Darren Doige, Weatherford director of technology deployment – Petroleum Consulting.

### **About Weatherford**

Weatherford is one of the largest multinational oilfield services companies. Weatherford's product and service portfolio spans the life cycle of the well, and includes capability in drilling and formation evaluation, well construction, completion and production. The Company provides innovative solutions, technology and services to the oil and gas industry, and operates in over 100 countries.

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