

Definiens and GeoIQ Sign eCognition Distribution Agreement

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Press release from: [Definiens AG](#)

Agency: **Ricochet Public Relations, Inc.**

Definiens Partners With GeoIQ to Expand eCognition Business Development in Hungary

Munich, Germany / Budapest, Hungary – March 15, 2010 – Definiens, the number one Enterprise Image Intelligence[®] company and developer of eCognition[®] software for geospatial analysis, today announced it has joined forces with GeoIQ Ltd. in the Hungarian market. Under the terms of the agreement, GeoIQ becomes an official eCognition reseller and will distribute eCognition software in Hungary in addition to providing technical support and services.

“There is a strong need for a sophisticated object-based image analysis (OBIA) solution like eCognition among our clients,” said Gábor Kákonyi, founder and CEO of GeoIQ Ltd. “Organizations that process hundreds of images and conduct large scale mapping projects require tools to automate feature extraction. We anticipate the demand for eCognition in the Hungarian market will grow substantially in 2010 and beyond.”

Definiens provides cutting-edge technology for analyzing and interpreting images on every scale, and is well suited to Hungary’s growing market for geospatial solutions. Future and existing customers for Definiens technology in Hungary will benefit from GeoIQ’s local representation, regional support and market insights. GeoIQ’s strong market presence and network of potential customers in Hungary will also strengthen Definiens’ position in the Hungarian market.

“Definiens is pleased to welcome GeoIQ as an authorized eCognition reseller. We anticipate that our relationship with GeoIQ will play a key role in accelerating eCognition market penetration in Hungary as our business grows in Eastern Europe,” says Ralph D. Humberg, VP Earth Sciences at Definiens.

About GeoIQ Ltd.

The founder of GeoIQ, Gábor Kákonyi, began GIS software distribution in 1988. In addition to eCognition, GeoIQ Ltd. distributes ERDAS software solutions as an ESRI Business partner, as well as reselling satellite imagery from sources including EU Space Imaging and SPOT Image. The company is also an integrator partner of Tele Atlas. Further information is available at: www.geoiq.hu/

Definiens in Earth Sciences

Definiens enables organizations involved in Earth Sciences to quickly extract accurate geo-information from any kind of remote sensing data. The company assists data providers, value adders, scientists and end users in integrating earth observation and remote sensing data to generate accurate GIS-ready information. Definiens’ intelligent feature extraction capabilities accelerate mapping, change detection and object recognition—delivering standardized and reproducible image analysis results. Further information is available at: www.ecognition.com

About Definiens

Definiens is the number one Enterprise Image Intelligence company for analyzing and interpreting images on every scale, from microscopic cell structures to satellite images. The Definiens Cognition Network Technology[®], developed by Nobel laureate Prof. Gerd Binnig and his team, is an advanced and robust context-based technology designed to fulfill the image analysis requirements of the Medical, Life and Earth Sciences markets. The technology is modeled on the powerful human cognitive perception processes to extract intelligence from images. Definiens provides organizations with faster image analysis results, allowing deeper insights enabling better business decisions. The company is headquartered in Munich, Germany and has offices throughout the United States. Further information is available at: www.definiens.com

Definiens, eCognition, Definiens Cognition Network Technology, Definiens eCognition, Enterprise Image Intelligence and Understanding Images are trademarks or registered trademarks of Definiens.

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