

**USGIF Questionnaire**  
**Ray Shady, VP, Business Development**  
**LPA Systems, Inc.**

**Q: How does your company support national security through geospatial intelligence?**

Like many small technology businesses working on contracts with the U.S. Government, LPA Systems plays a very small supporting role in the much larger drama of national security. The research and development work we have done for the Air Force Research Laboratory, Information Directorate, has contributed to a number of programs related to the exploitation, management and analysis of static and motion imagery. Our good relationships with AFRL, with our business partners and with research universities tell us that our contribution is appreciated.

**Q: What do LPA's Next Level Intel™ (NLI) Analyst Collaboration Tools have to offer military and intelligence customers?**

The Intelligence Community has undergone a significant transformation in the aftermath of the September 11<sup>th</sup> attacks. Unprecedented examples of collaboration among IC members are paying dividends in the Global War on Terror. To keep pace with evolving demands for Geospatial Intelligence, LPA has developed a prototype system that promotes even more collaboration among intel analysts, especially for the initial phase of 'swarming' a problem to create a community-wide outlook. With NLI, analysts can "collaborate with confidence" while exploiting and adding to emerging hypotheses from data across departments, divisions, agencies and sensor modalities. NLI extends analyst effectiveness and accelerates decision making.

**Q: Explain how LPA uses geospatial technology for its vertical products.**

In addition to NLI, LPA developed a color infrared analysis tool, called Eco-View™, which is a commercialized derivative of work completed for AFRL in the area of hyperspectral imagery exploitation. Eco-View™ extracts information useful to environmental experts from near-IR imagery and creates shape-file overlays for RGB digital imagery to provide visual cues for features that may not otherwise be apparent. The product enables environmental specialists to address key regulatory issues pertaining to non-point source pollution (e.g. EPA's Clean Water Act), wetland management, agricultural and forestry assessment. LPA has a patent pending for Eco-View™. Pictometry International Corporation has embedded Eco-View™ as the standard analysis tool for its IR product offering.

**Q: Where do you see the future of the geospatial intelligence tradecraft going?**

We believe that the pressure the IC has felt since 9/11—to "connect the dots" before, during and after the next crisis, whether it be another terrorist attack or

another Hurricane Katrina—this pressure demands continuous improvement in information collaboration. We believe that this demand will lead to significant advances in systems, processes and cultures within geospatial intelligence tradecraft.

**Q: How is LPA positioned in the market to react to its customers demands?**

LPA's success as a small business in the complex geospatial intelligence market is predicated on strong business partner relationships. To that end, we have developed a number of strategic alliances since we formed our Geospatial Intelligence group in 2005, the primary ones being PAR Government Systems Corporation, ITT Space Systems Division, Pictometry International Corporation and Rochester Institute of Technology - Center for Imaging Science. We believe that our core competencies in imagery and data analysis, both products and services, are most effective and rewarding within the framework of adding value to a larger and more inclusive partner offering.

**Q: Why did you join the U.S. Geospatial Intelligence Foundation (USGIF)?**

When Willie Sutton was asked why he robbed banks, he simply said, "Because that's where the money is."

Why did we join USGIF? Because that's where the action is in the geospatial arena: the players, the thought leaders, the contacts, the leads, the alliances, the black side AND the green side, military and commercial, the emerging technologies and standard bearers, the terrific GEOINT conference, the writing and the critical thinking. Big company or small in the geospatial market, USGIF is the place to be.