

NEWS RELEASE

The Visual Analytics Research & Development Consortium of Canada (VARDEC) is pleased to announce that NorStar Space Data Inc. (NSDI) of Montreal, Quebec, Canada has joined the Consortium.

VANCOUVER, British Columbia, April 17, 2015 - VARDEC is a Canadian-based, industry-led research consortium initiated to create visual analytics projects that will benefit VARDEC members and accelerate the use of advanced analytics to benefit the Canadian economy.

Visual analytics (VA) is the science of analytical reasoning facilitated by interactive visual interfaces. VA tools and techniques enable analysts to explore and synthesize information and derive insight from massive, dynamic and possibly conflicting data collections.

"**NSDI** is extremely pleased to join the VARDEC consortium and to participate in collaborative projects with VARDEC members and researchers conducting leading-edge visual analytics research at Canadian post-secondary institutions. It provides us with the opportunity to develop high fidelity representations of end user displays and interfaces that will clearly convey the power of visualization technology," said Dan O'Connell, Technology Manager, NSDI. "Our goal is to reduce complexity and separate the 'wheat from the chaff' in the enormous amount of observation data our systems will produce and process. The expertise within the VARDEC consortium will be an invaluable resource to help us refine the sophisticated visualizations and analytics required to present our customers with the knowledge they need quickly and efficiently."

On behalf of the VARDEC management team, we are excited to have NorthStar Space Data join our growing number of Canadian companies that are recognizing the power of visual analytics in achieving competitive advantage. We look forward to collaborating with members of NorthStar Space Data in creatively bringing the strengths of academia and industry together to advance Canada's emerging leadership in the exciting and important visual analytics field.



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About NorStar Space Data Inc.:

NSDI is an emerging data-driven enterprise supplying unique and comprehensive information products about the entire Earth and the near-Earth space environment to serve multiple markets. NSDI is developing its own large scale Low Earth Orbit satellite constellation hosting a variety of sensor packages to provide the primary data resource, augmented by additional terrestrial sources. NSDI will provide Earth Observation information products of unparalleled freshness and richness of content and critical Space Situational Awareness knowledge products based on measurements never before available.

About the Visual Analytics Research & Development Consortium of Canada:

VARDEC was formed in 2013 as a collaboration among **The Boeing Company, Mitacs Inc.**, a Canadian non-profit research organization, and the **Canadian Network for Visual Analytics (CANVAC)** researchers. **VARDEC** is headquartered in Vancouver, British Columbia. Founding Canadian member companies include **NGRAIN** and **Convergent Manufacturing Technologies**. **VARDEC** is aligned with the Government of Canada's Industrial & Technological Benefits (ITB) policy for international partners that help to create key, strategic technology investments in the Canadian economy.

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