



PRESS RELEASE
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Project: Schlumberger Limited
Architects: J. Woodson Rainey, Owen & Mandolfo, Bonneau et Petit Architects, Irvine Associates and Hellmuth, Obata & Kassabaum
Multimedia & Acoustics: Shen Milsom & Wilke, Inc.

SM&W Helps Schlumberger Visualize the Future
Visualization Centers Allow Business Collaboration & Virtual Subterranean Exploration

NEW YORK, NY – Schlumberger Limited, a \$13.7 billion international petroleum exploration and technology services company, asked Shen Milsom & Wilke to design eight recently-completed and innovative data visualization centers, called iCenters, at five sites in Ridgefield, CT, New York, NY, Sugar Land, TX (near Houston) and Paris, France. These centers are a first within the petroleum industry and mark the very latest technology in presentation, remote collaboration, and data visualization.

There are two types of iCenter: those designed for business collaboration and those used for data visualization. Both types are specially designed conference rooms that share advanced remote collaboration and videoconferencing tools.

- **Business Collaboration:** The iCenter HQ features a wall of technology cubes that form a single display surface that is 2m by 4.5m. Various video windows are opened on this display, making it function like a very large, high-resolution desktop monitor. A smaller business iCenter, dubbed the iCenter Compact, employs plasma screens for display.
- **Data Visualization:** These iCenters are optimized for the display of computer models of subterranean conditions as generated by Silicon Graphics, Sun and Windows NT computers. These are used in oil and gas exploration and present an alternative to the discomforts of on-site research.

With panoramic displays measuring 2m by 7m, the high-resolution stereoscopic images generated by Silicon Graphics Onyx 2 computers can be manipulated in real time by those in the room. This data can then be shared among other iCenters. As a result, experts at multiple sites can work together to analyze the same data.



Schlumberger aimed not only to reduce travel, but to improve the quality of collaboration within the corporation. "It means you don't have to fly to Indonesia and swat mosquitoes while waiting for core samples and other data," says SM&W principal Jon Burris. Investors, scientists, company officers, and others have the luxury of watching the exploration process without having to be on site. "But possibly more important is the ability to draw on resources from throughout the corporation. The iCenters also solidify Schlumberger's relationships with its clients by improving the quality of the company's service and responsiveness."

The current iCenters are linked with a high-speed wide-area network (WAN). This allows videoconferencing, data sharing, real-time monitoring of oil field exploration, and business collaboration. Ultimately, all of Schlumberger's primary offices will be linked, with iCenter capabilities in most of these.

SM&W designed the telecommunications, audiovisual, multimedia, and acoustical environments for the iCenters, including the control system interface design, based on a Crestron system. The interface design specifically established an interface standard for all iCenters, with appropriate adjustments to the specific technology in each.

SM&W worked in collaboration with Schlumberger Industrial Design and with architects J. Woodson Rainey, in conjunction with Owen & Mandolfo, in New York; Bonneau et Petit Architects in Paris; Irvine Associates in Houston and Sugar Land, and HOK in Ridgefield.

Schlumberger Headquarters, New York City

Occupying the 57th and half of the 58th floors of one of the Citicorp Center towers, Schlumberger's New York headquarters celebrates the international orientation of the company. The office is laid out on a true north-south plan, creating unusual seating angles. The office space is open plan; there are no cubicles or dividers. This maximizes the views and creates a sense of equality; the CEO sits in the open and in a space equivalent to that allotted for other officers. The space is accented with original art from the Schlumberger/DeMenil collection, including works by Warhol, Rauschenberg, and Picasso.



About Shen Milsom & Wilke

Shen Milsom & Wilke is an international technology consulting practice founded in 1986, with offices in New York, Princeton, Washington DC, Chicago, Houston, Denver, San Francisco, Las Vegas, London and Hong Kong, and a staff of more than 140 professionals. SM&W offers comprehensive services in the areas of telecommunications, audiovisual/multimedia, trading floor technologies, and acoustics. The firm provides design, engineering and project management for projects anywhere in the world. SM&W has been in business since 1986 and was named one of the 100 fastest growing A/E/P and environmental consulting firms in the nation by Zweig White & Associates for the years 2001 and 2002.

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