

**FOR IMMEDIATE RELEASE:**

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## FIRE 2010 TO SHOWCASE TRIFECTA GIS' GROUNDBREAKING PUBLIC INFRASTRUCTURE MANAGEMENT SYSTEM

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Strategic News Service is proud to announce that Trifecta Global Infrastructure Solutions Ltd. (TrifectaGIS) has been selected as a 2010 FiReStarter company, to be featured at its annual Future in Review technology conference. FiReStarter companies are selected based on their potential to bring positive change to the world, and are showcased during the conference, both at an exclusive investor reception and in panels throughout the conference.

TrifectaGIS, an Irish company with offices in New Zealand and the U.S., has used Rich Internet Application tools to develop a browser based, geospatial process engine specifically designed to model and optimize the workflows for the management of public infrastructure, including roading, water, and property assets. Trifecta's process engine has been specifically designed to be truly geospatial, and is the first to include time as a fully integrated fourth dimension. It is also the first to allow networked environmental sensors to be quickly plugged into any x,y,z coordinate. Managers, for example, can be instantly alerted to events such as landfill leakage, potential bridge failure, road surface freezing, public water contamination, vapor intrusion from leaking fuel tanks, over pumping of aquifers, or to violations of air or waste water permits. All of this rich functionality can be accessed via a web browser under a Software as a Service model.

“Our platform, with its embedded environmental sensors, takes the concept of ‘intelligent infrastructure’ to a whole new level. Our clients are realizing significant savings because of our ability to bring together all of their asset data silos into a single, highly visual, georeferenced view,” said Clark Easter, Founder and CEO of TrifectaGIS and scheduled speaker at FiRe 2010. “We believe that real time monitoring of infrastructure assets via networked sensors will rapidly become recognized as a vital part of effective management.”

Future in Review is an annual gathering of world-class thought leaders in technology and economics. Now in its eighth year, Future in Review 2010 will take place May 11-14<sup>th</sup> at the beautiful Terranea Resort in Palos Verdes, California. The Economist has called FiRe “The best technology conference in the world.” This year's FiRe will feature keynote speaker Nathan Lewis, George L. Argyros Professor of Chemistry, California Institute of Technology, on the key issue of “Scaling Alternative Energies.”

“We are not far now from a time when almost every piece of data will have location and other attribute information within it. It makes sense that leading this charge should be a company revolutionizing the management of public infrastructure, where every location and timing error means money. We think TrifectaGIS is such a leader, and we expect their example to spread throughout other industries,” said Mark Anderson, FiRe Chair and SNS CEO.

Other speakers at FiRe 2010 will include Ray Ozzie, Chief Software Architect, Microsoft; Jen-Hsun Huang, CEO, NVIDIA; Paul Jacobs, CEO, Qualcomm; Steve Squyres, Principal Investigator of the Mars Exploration Rover Mission (MER) and Goldwin Smith Professor of Astronomy at Cornell University, on “Finding Life on Mars”; John Cramer, Science Fiction Author and Professor Emeritus, Physics, University of Washington on “Quantum Time Reversal”; John Delaney, Professor of Oceanography and Jerome M. Paros Endowed Chair in Sensor Networks and Director, Regional Scale Nodes Program, University of Washington, on building the world’s first broadband ocean-floor remote sensing network; and many more.

To register, and to see the draft agenda, go to [www.futureinreview.com](http://www.futureinreview.com).

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Strategic News Service was founded by Mark Anderson in 1995 as the first paid online news service. Since its inception, SNS has proven the most accurate predictive newsletter covering the computer and telecom industries. Its subscribers include top managers at technology companies across the globe, including Microsoft, Dell, HP, Cisco, Intel, Sun, Google, Telstra, Orange and others..

SNS has been operating the annual FiRe Conference for eight years. *The Economist* calls FiRe “the best technology conference in the world.” FiRe exposes world experts and participants to new ideas, producing an accurate portrait of the future and focuses on creating technology solutions to current local and global problems. FiRe 2010 will take place May 11-14, 2010 at Terranea Resort in Palos Verdes, CA. For more information to go [www.futureinreview.com](http://www.futureinreview.com).

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