



Office of the Dean  
Thomas Harriot College of Arts and Sciences  
East Carolina University • 1002 Bate Building • Greenville, NC 27858-4353  
252-328-6249 office • 252-328-4263 fax

---

lg/April 28, 2009

**Contact:**

Lacey Gray, Director of Marketing and Communications  
252.737.1754, grayl@ecu.edu

FOR IMMEDIATE RELEASE

**ECU GEOGRAPHY DEPARTMENT RECEIVES \$3.2 MILLION SOFTWARE DONATION**

GREENVILLE, N.C. (April 28, 2009) — According to the U.S. Department of Labor, one of the fastest growing technology industries within our economy, along with the growth of nanotechnology and biotechnology, involves the application of advanced geospatial technologies. These new information technologies include the development and use of satellite images, global positioning systems and geographic information systems, and they are used in virtually every sector of the economy, ranging from transportation and utilities, the health industry and intelligence agencies.



**Figure 1.** Pictured from left to right, Eric Lester, Ron Mitchelson, and Matt Heric.

East Carolina University students and faculty will benefit from a large gift, generously provided by IAVO Research and Scientific, a geospatial technology firm located in Durham, N.C. IAVO's gift, which arrived on campus Tuesday, April 28, consists of more than 100 copies of their GeoGenesis® image-processing software to be used over a period of five year and is valued at nearly \$3.2 million.

Students and faculty within the areas of geography, urban planning, geological sciences, maritime studies, anthropology and computer science, will benefit from the use of this free software used to analyze satellite and other earth images.

Dr. Matt Heric, CEO of IAVO, and Dr. Ron Mitchelson, Chair of ECU's Department of Geography, orchestrated the GeoGenesis gift.

“This is a very generous offer from Matt and his colleagues at IAVO. This type of software is very expensive, and with tight budgets, we are very thankful,” says Mitchelson. “Our students will make great use of this software as they learn to inventory the surface of our planet in a scientific way and then to analyze those inventories with rigor and creativity.”

GeoGenesis is a unified image-processing suite specifically designed to support modern geodata production services. With the GeoGenesis computer suite, students at ECU will receive a package that is geared to support mapping, feature extraction, digital elevation modeling and the management of these tasks. Some students might be looking for pre-historic settlements, others might be examining vulnerable coastlines, or designing a new subdivision, while still others might be estimating the area of impervious surfaces and storm water issues.

“The applications of the software are endless,” says Heric. “Mastering these tools provides great marketability for all students.”

For more information about the donation to ECU, contact Mitchelson at 252.328.6230 or [mitchelsonr@ecu.edu](mailto:mitchelsonr@ecu.edu). Additional information about IAVO can be found on their Web site at [www.iavo-rs.com](http://www.iavo-rs.com).

###

Photo: IAVO Research and Scientific, a geospatial technology firm located in Durham, N.C., donated 100 seats of their GeoGenesis image-processing software valued at \$3.2 million to East Carolina University's Department of Geography today. Pictured (from left-to-right) are Eric Lester, creator of the GeoGenesis image-processing software; Ron Mitchelson, Chair of the Department of Geography at ECU; and Matt Heric, CEO of IAVO.