

HIGHLY CONFIDENTIAL INFORMATION - SUBJECT TO PROTECTIVE ORDER



# 2006 Operating

Presentation to the Board of  
December



## Operating Plan – MISD Discussion Outline

- Snapshot of the marine imaging market – DAVE
- Assessment vs. 2005 CSFs - CHUCK
- MISD challenges and imperatives entering 2006 – Responsible party in ( ). See suggested topics on page
  - VSO - FELIX (DAVE)
  - Marine Streamer - JEFF (DAVE)
  - Positioning – MIKE B. (ROB)
  - LoFS - MARK H. (CHUCK)
- Snapshot of the Division product roadmap – DAVE/D
- Financial forecasts - MICHAEL
- Division-specific marketing initiatives - DAVE
- Other issues and initiatives - CHUCK

## Operating Plan – MISD

### Snapshot of the Marine Imaging Market

- 2-3 pages that summarize the Macro trends and competitive activities that are shaping the marine imaging market. We'll assume that the Board has a basic understanding of the market, so should focus on “what's new and different”
- Suggestions:
  - Revenue trends or sales of acquisition systems – is the market picking up with high commodity prices? Who is gaining share (us or Sercel)?
  - Summary of Q marine and market acceptance – where are we? How does it stack up to other systems in the market? Where are we positioning to attack it?
  - Towed Seismic Vessel build up (how high can it go?)
  - Redeployable OBC market and competitive review

# Operating Plan – MISD

## Assessment vs. 2005 CSFs

### Critical Success Factor

1. xxx

### Assessment

- xxx

# Operating Plan – MISD

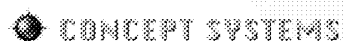
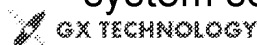
## MISD Challenges and Imperatives Entering 2006

### Challenge / Imperative

- Regain standing as a player in the towed streamer acquisition systems
- Successful Launch of DigiFIN Streamer Steering
- Deliver on VSO quality and new feature implementation targets -
- LoFS - put a development team together to engineer the fundamentals of a seismic permanent monitoring system solution

### Basis of the Imperative

- The Sercel SEAL system has gained expense of the MSX system. MSX is as being long in the tooth
- Oil Companies and Contractors are competitive Q-fin (steerable streamer) realize that we're in the best position
- Now that we've recovered from the i problems, we need to move forward quality of future systems deliveries and improvements requested by RXT
- ITT from Oil Cos for LoFS projects h timeframes for delivery. Unless we h solution "under our belt" we will not b



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