Boeing Acquires 2d3 Sensing to Enhance Imaging and Intelligence Services

Company will become part of Boeing's Insitu subsidiary

ST. LOUIS, Apr. 10, 2015 – Boeing [NYSE: BA] has acquired 2d3 Sensing, a wholly owned subsidiary of OMG plc [LON: OMG] specializing in motion imagery processing of critical intelligence, surveillance and reconnaissance data generated from aerial platforms.

2d3 Sensing's software and services are used by the U.S. Air Force and other government and commercial customers. Their products can be found on the ScanEagle and Integrator systems provided by Boeing subsidiary Insitu, and this acquisition will allow further integration of 2d3 Sensing's video analysis and other capabilities, into Insitu and other Boeing platforms.

"This supports our effort to differentiate our platforms and services with integrated information solutions," said Steve Nordlund, Boeing Defense, Space & Security vice president, Unmanned Airborne Systems.

2d3 Sensing has approximately 40 employees in California and the United Kingdom.

"Insitu has a long history with 2d3 and by integrating them into the team, we can further leverage the unique capabilities the company offers," said Ryan Hartman, Insitu president and CEO. "The services they provide highlight ways in which computer vision and image processing technologies can be used to enhance and analyze full motion video data captured and recorded during live missions. We look forward to incorporating such improvements into our unmanned vehicles."

Boeing did not release the terms of the agreement.

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