



#008 Lightning 2017 AAPG Posters

Dynamic Measurement had an outstanding response to our first AAPG Poster, yesterday, at the George Brown Convention Center, in Houston, in Poster Area 15-B: **“Harnessing Lightning in the Hunt for Hydrocarbons”** by Louie Berent. The photo above shows Louie, Kathy Hagar, and Dr. Zhu, who chaired this AAPG Poster Session, standing in front of the poster. There were so many people in the poster, one man had to go back 3 times to be able to talk to Louie. This individual has been skeptical of our work, and was “very impressed with what he learned,” according to a call from New Ulm, Texas to Cedar City, Utah yesterday afternoon.

Do not miss this afternoon’s poster by Kathy Hagar in Poster Area 8-E: **“Calibrating apparent resistivity traces, lines, and volumes derived from lightning strike data in south Texas,”** or tomorrow’s poster by Louie Berent in Poster Area 19-F: **“An Unconventional Exploration Tool for Unconventional Exploration.”**

Dynamic Measurement lightning database analytics helps explorers understand geology anywhere in the world (out to at the shelf break). Dynamic map and volume deliverables allow explorers to build a geologic framework faster (a couple of months), less expensively (\$5,850 for a 5,280 foot radius 3.14 square miles SPOTSM analysis or \$73,060 for a 100 square mile D.NSEMSM project), and safer (data is already collected and just needs to be ordered, cleaned, and processed) than any other available geophysical data type. Contact Dynamic Measurement (281.579.0172 or info@dynamicmeasurement.com), describe your exploration needs, and our team will help you use Dynamic’s lightning analysis to support your natural resource exploration work.