



Sandra Nelson, SouthGrow Chair;  
Lana Johnson, Ryan Johnson, Iunctus  
Geomatics Corp. and Deputy Mayor  
Ron Lagemaat, Town of Coalhurst and  
SouthGrow Management Board

SouthGROWN Success

## Excellence in Innovation 1st – Iunctus Geomatics Corp.

### Iunctus ingenuity covers the globe

While the world keeps spinning, Iunctus Geomatics of Lethbridge keeps an eye out for any unusual wobbles.

Co-founder, with the University of Lethbridge, of the Alberta Terrestrial Imaging Centre on the Westside, Iunctus is helping to develop decision-making tools based on satellite imagery and providing historical and current satellite images to other research and academic institutions.

Iunctus' contributions have increased Albertans' quality of life. The Earth observation (EO) data it provides helps organizations understand and monitor Earth's surface. The provincial government uses this data to make decisions by several land-based programs. Iunctus products are helping people and organizations make well-informed and intelligent decisions.

"The SouthGrow award is a significant honour for our company and is very meaningful because it comes from our community," says Ryan Johnson, president and CEO. "Everyone at the company works hard to create great services for our clients but also to contribute to expanding the ICT sector in the Lethbridge region. We hope that as we continue to expand our business we'll create more opportunity for other organizations in the region. Once a critical mass of ICT companies become established in southern Alberta we'll start to see the real economic benefits of this cluster."

As an employer of choice, Iunctus has allowed geomatics graduates to stay in Lethbridge to pursue high-technology careers; the majority of its staff has come from the University of Lethbridge or Lethbridge College.

Iunctus has also built relationships around the globe, bringing investment into the province and allowing export of products and services. This flow has increased economic activity and diversity and advanced the knowledge-based economy of Alberta.

In its 11 years, Iunctus has developed long-term relationships with many Canadian companies and government organizations, and with international groups such as SPOT Image (France), Swedish Space Corporation (Sweden), TerraImage (USA), and DLR (German Space Agency).

Iunctus provides data and applications relevant to agriculture, disaster management, forestry, telecommunications planning, urban planning, flight simulation, and geology, mineral, and oil exploration. It has focused on the automation of labour-intensive tasks associated with satellite tasking, data reception, processing, and more.

Many of Iunctus' product offerings are created through proprietary software suite, TerraEngine, which processes and delivers imagery and geomatics data. TerraEngine facilitates the storage and transmission of large data sets of digital imagery over the Internet. Relatively unsophisticated users can then easily manipulate these images which allow customized geomatics images to be delivered at a much lower cost.

When applied to agriculture, it allows crop mapping and monitoring with more specific applications in such areas as inventorying annual broad acre crops and perennial fruit crops, as well as forecasting crop yields.

#### For more information contact:

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