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Z-Terra Names Pierpont Communications its Agency of Record

HOUSTON, Texas -- Z-Terra, Inc., a provider of depth imaging software and services for oil-and-gas exploration, announced today its selection of Pierpont Communications as its marketing and public relations agency of record. Z-Terra was recently launched by Dr. Alexander Mihai Popovici, former CEO and founder of 3DGeo, Inc.

Pierpont will provide Z-Terra with an integrated marketing and public relations program focused on energy and technology companies. This will include website development, media outreach, article placement, newsletter design/distribution and press releases. The marketing and public relations program is designed to build awareness of the Z-Terra brand, drive traffic to the company's new website and ultimately generate new business leads.

"We are excited to be represented by an agency of Pierpont's caliber and reputation for success," Popovici said. "Their track record of accomplishment on behalf of numerous leading energy industry companies will be a great asset to Z-Terra."

Z-Terra is a provider of software solutions for the upstream oil and gas industry. The company has developed a suite of interactive depth imaging and velocity model-building software products designed to be the fastest and most accurate depth imaging solutions in the industry.

Popovici is the founder and former CEO of 3DGeo Inc. The company was sold in 2008. 3DGeo grew from two employees in Palo Alto, California, to an international corporation with offices in Houston, California, Buenos Aires and Rio de Janeiro, with representation in Beijing and The Hague. In 2001, 3DGeo was recognized as one of the Top 100 Innovative Companies by InfoWorld. The company won the Hart E&P Meritorious Award for Engineering Innovation in 2007 and the IEEE Spectrum Technology award in 2008.

About Z-Terra

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