

LANDMEN IN ACTION

On the Grow

Dallas-based Drillsite Broadcast Co. caught the eye of the *Dallas Business Journal*, which in July spotlighted the company's aggressive plans to turn the camera on oil rigs and well sites in every major U.S. oil and gas basin. Drillsite Broadcast has found its niche in offering what Senior VP (and AAPL member) Greg Jessup describes as "real-time viewing" from drilling sites.

Its remote drillsite broadcast services help operators and investors keep close tabs on drillsite work in progress by delivering live video and data feeds via satellite to the desktop back at the office. It allows stakeholders to tune into the wellsite from any location in the world via a password-protected Web site. Also scrolling across the Web page is pertinent info like weather, operator drilling reports and, if applicable, stock prices. The company plans to add presentations from geologists and owner/operators, and eventually technology may deliver live broadcasts via Blackberrys and iPhones, according to the story.

DBJ reported that the company — "the first and sole broadcast-quality provider of live drillsite feeds" will reach 2007 revenues of \$1.5 million — which officials expect to increase "exponentially."

Company keeps an eye on drill sites

Drillsite Broadcast pioneers a niche

BY ANDREW L. GREENBERG | STAFF WRITER

A fledgling company that's pioneered a niche broadcasting from money drilling sites is expanding.

Just months after generating \$65,000 from outside investors, Carrollton-based Drillsite Broadcast expects to have a gross revenue of \$1.5 million in 2007, says Senior VP and AAPL member Greg Jessup, who describes the company as "real-time viewing" from drilling sites.

Drillsite, using patented technology, captures workers' cell and gas drill sites using four strategically located cameras. It then broadcasts the live pictures via satellite to a password-protected Web site, allowing the workers' supervisors, well site investors and other major stakeholders to view the footage from their desktop computers.

Drillsite also provides specific data, including weather conditions, drilling progress and the names of the company's public, including the top of the page.

"Watching this, it's like you are there on the rig floor yourself," says Michael Dwinell, company founder, president and CEO.

"You can see everything from the workers making connections to food supplies being handled out at the trailer," Dwinell says. The company, the first and sole broadcast quality provider of live drillsite feeds, will reach \$1.5 million in revenue this year. And he expects that figure to grow exponentially in the coming years, as more operators reduce accidents, supervisors reduce company and proving the job done.



Drillsite Broadcast's Michael Dwinell, left, and Greg Jessup, right, are seen at the company's headquarters in Carrollton, Texas.

Drillsite Broadcast, which has offices in Dallas, Houston, and Oklahoma City, has raised \$1.5 million in venture capital funding. The company is currently using satellite technology, but he thinks more will be implemented as more operators seek a means of reducing accidents, supervisors reduce company and proving the job done.

talks with major investors who want to record surveillance in various other parts of the United States as well. "It's attractive, really because it's so cost-effective," he said.

Depending on the length of the broadcast, customers typically pay Drillsite between \$400 and \$100 per day — a fraction of the average associated with drilling a well.

Lowell Wood, a supervisor with Shell, says the cameras are well worth the extra cost.

The men are quite sure that they're being watched, so he felt like the safety has increased."

It's there on camera, and we know what did or did not happen."

Drillsite Broadcast cameras installed on two wells over a 12-day period.

Drillsite Broadcast, which has offices in Dallas, Houston, and Oklahoma City, has raised \$1.5 million in venture capital funding. The company is currently using satellite technology, but he thinks more will be implemented as more operators seek a means of reducing accidents, supervisors reduce company and proving the job done.

Drillsite Broadcast, which has offices in Dallas, Houston, and Oklahoma City, has raised \$1.5 million in venture capital funding. The company is currently using satellite technology, but he thinks more will be implemented as more operators seek a means of reducing accidents, supervisors reduce company and proving the job done.

Drillsite Broadcast, which has offices in Dallas, Houston, and Oklahoma City, has raised \$1.5 million in venture capital funding. The company is currently using satellite technology, but he thinks more will be implemented as more operators seek a means of reducing accidents, supervisors reduce company and proving the job done.

Drillsite Broadcast, which has offices in Dallas, Houston, and Oklahoma City, has raised \$1.5 million in venture capital funding. The company is currently using satellite technology, but he thinks more will be implemented as more operators seek a means of reducing accidents, supervisors reduce company and proving the job done.

Drillsite Broadcast, which has offices in Dallas, Houston, and Oklahoma City, has raised \$1.5 million in venture capital funding. The company is currently using satellite technology, but he thinks more will be implemented as more operators seek a means of reducing accidents, supervisors reduce company and proving the job done.



Drillsite Broadcast's Michael Dwinell, left, and Greg Jessup.

Dallas Business Journal - July 27, 2007