

USGIF Member Spotlight

Bruce Imsand
Founder and Chief Executive Officer
MaxVision

Q: What are some of the products and services MaxVision offers to military and intelligence customers?

A: MaxVision was founded in 1993 as a specialty computer hardware company. After the September 11, 2001, attacks, we began focusing on a new field, which we call rugged portable/deployable computer workstations. What MaxVision has developed into is a careful blend of custom computer engineering and high density computer packaging, with comprehensive in-house manufacturing capability. This lets us use traditional manufacturing techniques for high-volume production and combine them with rapid prototyping techniques, enabling us to do both low and high-quantity manufacturing, and to turn that very rapidly. About 50 percent of our total business is attributable in one form or another to the exploitation of geospatial imagery in the field and much of that directly with the NGA Office of Global Support.

Q: What sets MaxVision apart from others within the field?

A: Unlike a lot of companies in the military intelligence business, we are a hardware company first and foremost. Imagine a workstation with large triple display with unsurpassed graphics performance, with four Xeon CPUs, up to 24 GB of main memory and up to 12 TB of fault-tolerant removable hard-disk mass storage. Picture this computer operating at temperatures over 50°C, or 122°F, and in a harsh environment, such as in Baghdad, with limited power resources, coming from sources that include generators to whatever power grid is available. We purify that power with an integrated UPS. Now image this collapsing into a volume of less than 2 cubic feet that can be hauled in our water-tight transit cases and is light enough for one man to move. Also imagine being able to set that up in two minutes.

This is the MaxVision's MaxPac8230XRA3 triple screen workstation and TeraPac3 hard-disk expansion system. That's what is currently being used by the National Geospatial-Intelligence Agency Office of Global Support [OSG]. Similar configurations are used by the NGA's office of homeland security. Because the NGA application suite is used by all branches of the military, all have purchased MaxVision equipment, similar or identical to what I just described. These are in wide use by the OSG and branches of the military in Afghanistan, Iraq and other locations. They have been deployed there for approximately two years.

Q: What is the most exciting project going on at MaxVision?

A: For the geospatial customer, it will be our new portable stereo display technology. This 24" LCD will allow the user true stereo viewing using two displays and a beam splitter using passive glasses. One of the unique offerings of this product will be an integrated stereo workstation with 8 TB of data storage in an integrated case, which can be carried as checked baggage. We expect to show this product end of 2007.

Q: What areas are you working on for the future in meeting military and intelligence needs?

A: In addition to the performance benchmarks that NGA deployed users need, they have also demonstrated a nearly insatiable demand for mass storage. MaxVision can now support over 20 TB of on RAID storage through the use of the add-on TeraPac3. This is a relatively late offering, which has been requested by NGA and other customers, and we are now shipping this product. As a complement to these, MaxVision is about to begin shipments of a new product called the MaxCube. This server is built with the same high-temperature and dust-tolerant capabilities as the MaxPac used by the NGA, but this server will have up to eight Xeon CPUs and support up to 32 TB of RAID storage. The basic server only occupies a 1 cubic foot volume and weighs only 45 pounds complete with the integrated UPS which can operate without power for 20 minutes. In addition, it can operate off of all known power sources and qualities, including 28 volts DC, which is important for some mobile applications.

Q: What are some of MaxVision's biggest projects or accomplishments within the Intelligence Community?

A: Without question the MaxPac8230XRA3, used by the NGA Office of Global Support has, on hind sight, been one of our most important contributions to the image analyst. The TeraPac3 allows expansion of 8TB of storage, which has been keep to keep up with the insatiable appetite of imagery. As important, the endorsement by the NGA has spread to many other military organizations. The MaxPac X class is in wide use within the Army, Marines and DHS.

Q: What does MaxVision hope to accomplish with its USGIF membership?

A: MaxVision must be close to its customers. USGIF is perhaps the best means within formal organizations to participate in this important community.