

Technology Commercialization Office
University of Utah
615 Arapeen Way
Salt Lake City, UT 84108
801-581-7792

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Attacking the Hackers: New Start-up helps target security problems so you can fight back!

Intellivis, Inc. was founded in the summer of 2005 as a result from technology developed at the University of Utah. Intellivis mission is to provide intuitive visualization solutions to decision makers in data intensive environments. By translating overloading data into user centered, context specific and actionable displays, customers will make quicker, more accurate decisions with less mental load. For a company or organization with a large scale of operations, Intellivis technology sorts through security data flow and directly targets potential problems.

Application of Intellivis technology is displayed through its first product, "VisAlert", a visual data analysis tool that aids in the detection, diagnosis and remedy of computer security events. VisAlert also enhances report generation and communication of complex cyber-security information to key decision makers. R&D of VisAlert is being funded by the Advanced Research Development Activities of the US Intelligence Community (IC-ARDA).

VisAlert has already been deployed at the Air Force Research Lab and the National Security Agency, where analysts noted its uncanny ability to diagnose hard to detect cyber-anomalies. Decision makers also noted VisAlert's flexibility.

VisAware, another data visualization tool spurred out of Intellivis, is applicable to many crucial decision making problems, including first response (911), resource management, search, and vehicle controls.

Intellivis will capitalize on the expertise from the Center for the Representation of Multi-Dimensional Information (CROMDI) at the University of Utah. CROMDI's interdisciplinary team includes experts from Architecture, Computer Science, Psychology, Medicine, and Business, who participate with unique perspectives that integrate cognitive psychology, visual design, computational and visualization methods as well as knowledge from domain experts to design and test user centered displays. According to Rajiv Kulkarni, Senior Licensing Manager at the Technology Commercialization Office, "The CROMDI team has been prolific in generating commercial applications, especially in the medical device arena, for its core technology. These applications have already been successfully licensed"

"The company's products will meet a very significant market demand. The product launch timing is impeccable...The versatility of the technology will manifest in yet another series of Intellivis products." said Kulkarni. Keep your eye out for Intellivis: The future leader of user specific data management solutions.