

Helveta keeps track of the Ghost Forest

15th December 200, 2pm at Bojesen at Axelborg, Copenhagen

Oxford, United Kingdom, 15th December, 2009: Helveta Ltd, the leading provider of timber supply chain technology is partnering with Angela Palmer and her Ghost Forest exhibition currently in Copenhagen, which stands as a symbol of threatened rainforest trees throughout the world. Helveta will be tagging the trees to demonstrate how its technology can be used to track timber from the standing tree in the forest through to export, combating illegal logging and enabling countries in South America, Asia and Africa to capture revenue from resources which are otherwise lost.

Patrick Newton, CEO of Helveta comments; “Illegal logging not only costs timber producing countries billions of dollars a year in stolen wood, lost taxes and lower prices for legally sourced products it also has a huge environmental impact. Damage to forests raises the risks of fires, flooding and damage to plants and trees that soak up carbon dioxide. We are pleased to be working with Angela on this project as her Ghost Forest exhibition raises awareness of the connections between deforestation and climate change. Helveta is helping countries globally combat illegal logging with its CI World Technology and tagging the Ghost Forest helps to demonstrate this.”

Angela Palmer, Artist and creator of the Ghost Forest comments; “The tree stumps in the exhibit came from Ghana which in the last half century has seen nearly ninety percent of its forests cut down. These trees were cut down legally but illegal logging is still a big problem. I hope that the exhibition will inspire and provoke debate during the Climate Change Conference about the future of the World’s rainforests. Working with Helveta and tagging the trees will make people realise that there are solutions to help combat illegal logging and deforestation.”

The Ghost Forest exhibition which aims to highlight the threat of deforestation, will be bar-coded on the 15th of December 2009 with a unique identity and then scanned using a handheld computer containing Helveta’s CI Mobile software. CI Mobile combines handheld data entry with information from GPS, RFID and barcode readers which ordinarily would gather accurate records of how assets are being managed and processed in the forest or factory. In this case, scanning the barcodes on the exhibits will allow people to see the exact location, at any given time, of the Ghost Forest tree stumps as they move on from Copenhagen.

The whereabouts of the Ghost Forest will be displayed on a Google Earth map which can be accessed via <http://www.ghostforest.org/>. Visitors to the website will be able to link through to Helveta's servers and follow the journey taken by the Ghost Forest, starting from when they were standing trees and part of the Bitar Concession in Ghana. The barcodes on the stumps will be scanned at different points throughout the journey and viewers can visit the website to see where exactly they are on any given date. Each tree stump, of which there are 10, can be tracked individually and will be represented on a Google Map with an image. When the image is clicked on the viewer will see its precise GPS co-ordinates plus further information on its journey.

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About Helveta

Helveta was incorporated in 2004 and is the developer of the CI World™ software platform. CI World is a unique technology providing fully auditable traceability and chain of custody control for extended supply chains in the Timber and Food production sectors. CI World and its components – TracElite™ and CI Earth™ - have won a number of awards as innovative technologies for the timber sector. Helveta is privately held.

www.helveta.com

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