Grid-Tools to sponsor EuroVis 2014

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Grid-Tools, the leading Test Data Management company, is backing EuroVis 2014 (http://eurovis.swansea.ac.uk/), the 16th annual visualization gathering this year hosted by Swansea University and taking place 9th – 13th June.

The conference brings together academic researchers and practitioners and has proved an ideal environment to exchange learning and insight and further develop practical applications for Data Visualization.

Although a relatively new field, Data Visualization has quickly risen to prominence as it utilises computer graphics to provide a visual overview of large and complex data sets, representing information that could otherwise be impossible to understand.

"The volume of data enterprises now generate means that it is increasingly difficult to store, analyse and use in order to drive innovation," said Huw Price, Managing Director of Grid-Tools, "Data Visualization is proving to be an essential tool for organisations seeking to get to grips with the data they have amassed and exploiting new opportunities."

EuroVis takes place in the UK only once approximately every ten years and this year the keynote speeches will be given by Dr. Andrew Fitzgibbon, principal researcher at Microsoft Research Cambridge, and Professor John Stasko, Director of the Information Interfaces Research Group at Georgia Institute of Technology in Atlanta.

"A close involvement and support for academic research has long been a commitment for Grid-Tools," Huw Price adds, "research, problem solving and practical applications for cutting-edge thinking drives our innovation and we are proud to be associated with EuroVis 2014."

For further information, contact Grid-Tools at sales@grid-tools.com|+44(0) 1865 884 600|www.grid-tools.com (http://www.grid-tools.com/)