The world needs more energy. The demand for energy is growing rapidly, with long-term supply having to come from both conventional and unconventional resources. Challenges to deliver supply focus on the substantial future investments requirement and on the technology needed to unlock potentially difficult-to-access hydrocarbons. The industry is already making or gearing up for vast investments in the Asia Pacific region, and in Australia in particular. Shell views technology, and geophysical technology prominently included, as a key enabler to realize the potential of the region. With a long history at the cutting edge of geoscience technology application, Shell is aiming to help shape the forefront of hydrocarbon exploration, development and production for decades to come.