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FOR IMMEDIATE RELEASE**Halliburton Unveils Oktiv® Auto Frac:
Revolutionizing Autonomous Fracture Control**

HOUSTON – September 19, 2024 – Today, Halliburton Company introduced the Oktiv® Auto Frac service, the latest addition to the Oktiv® Intelligent Fracturing Platform. The Oktiv platform digitizes and automates workflows, information, and equipment across all aspects of our fracture operations. This results in safer, more efficient operations for our customers and for Halliburton.

The Oktiv Auto Frac service improves operational consistency and enhances completion performance and gives customers autonomous control of their frac fleet. This is the first-ever automation service that enables customers to execute their fracture design without human intervention. Oktiv Auto Frac automates thousands of decisions while pumping, based on customer job designs and pre-job control inputs, with constant response to dynamic stimulation conditions.

“The addition of Auto Frac to our existing Oktiv platform enables customers to have fully autonomous execution of a frac job,” said Halliburton Chairman, President, and CEO Jeff Miller. “Combined with the ZEUS platform and the Sensori service, we provide consistency and remove variability from job execution to lower the total cost of ownership for customers. Halliburton’s frac automation technologies are the cornerstone of how we deliver well pad results with unmatched precision and efficiency. As our customers execute completions with ever-increasing size and intensity, Auto Frac provides better control and consistent completion execution.”

The [Oktiv Auto Frac service](#) combined with the [ZEUS® electric fracturing platform](#) and the [Sensori™ Fracture Monitoring Service](#) is a fracturing solution that uses intelligent automation to optimize fracture operations and makes the digital frac site a reality.

Learn more about [Halliburton Intelligent Fracturing solutions](#).

About Halliburton

Halliburton is one of the world’s leading providers of products and services to the energy industry. Founded in 1919, we create innovative technologies, products, and services that help our customers maximize their value throughout the life cycle of an asset and advance a sustainable energy future. Connect with Halliburton on [LinkedIn](#), [YouTube](#), [Instagram](#), and [Facebook](#).

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