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**FOR IMMEDIATE RELEASE****iCruise® Force intelligent rotary steerable system delivers  
unmatched power for extended wells**

**Houston – October 22, 2024** – Halliburton today introduced its [iCruise® Force](#) intelligent, high-performance motorized rotary steerable system. iCruise® Force, when coupled with Halliburton's [LOGIX™](#) automation and remote operations platform, is designed to expand drilling capabilities to optimize performance and maximize asset value for our customers.

Powered by high-performance mud motors, the system enhances efficiency with expanded rig capabilities and extended drilling depths in complex formations. This helps our customers achieve faster penetration rates, lower drilling costs, and more precise wellbore placement.

“Our priority is to customize solutions to overcome diverse challenges in harsh environments to maximize asset value for our customer base,” said Jim Collins, vice president of Halliburton Sperry Drilling. “We will continue to expand our intelligent portfolio, to drive efficiency, consistency and reliability.”

When combined with the LOGIX platform, iCruise® Force further enhances precision and operational efficiency. This combination facilitates more accurate steering and superior control. It helps operators mitigate non-productive time and streamline the well construction process. For more information, visit [Halliburton.com](https://www.halliburton.com).

**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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