

## **Dominating performance**

Falcons have long since played a critical role in the culture of the Middle East. Known for their stealth, their aggressive attack strategies, and their magnificent nature, falcons symbolize strength and pride—all things which ReedHycalog strives for. Like the falcon, we are a predator within our environment, dominating the challenges of each application with the latest drill bit technology and support.

Our Tektonic<sup>™</sup> drill bit platform was built with that same strength in mind. Leveraging this proven technology and coupled with a new regional bit approach, we developed a regional product line specifically for the drilling challenges in Middle East and North Africa. Our Falcon<sup>™</sup> bits utilize ReedHycalog's ION<sup>™</sup> cutters, which feature uniquely shaped geometries designed to improve ROP and drilling efficiency in harsh applications. Our Falcon drill bit also incorporates smart sensing technologies to help customers better understand drilling dynamics at the bit, reducing the learning curve in each application.

Our Falcon drill bit was developed using a specialized design tool that models heat generation and removal on PDC cutters while drilling, considering the effect of formation properties, cutting structure layout, and hydraulics design. In addition, superior depth-of-cut control components reduce the risk of torsional oscillations.



