



## **Objectivity, Inc. Leads Expert Panel Discussion, Technology Showcase and Exhibit at 'NCW 2011, Network Enabled Operations' Event**

*Company's data technology uniquely enables large-scale data fusion and collaborative analysis supporting battlefield command decisions*

**For immediate release -- Sunnyvale, CA -- January 20, 2011 -- Objectivity, Inc.**, leading supplier of data technologies used in the most advanced military and intelligence C2/C4ISR data fusion, analytics and metadata systems, is announcing the company's involvement in the important NCW 2011, Network Enabled Operations event being held January 24-27, 2011, at the Crystal Gateway Marriott in Arlington, Virginia.

Battlefield commanders have critical needs for current, accurate and reliable information in order to make informed and effective decisions. NCW 2011, the 10th annual NCW (network centric warfare) training conference and exposition, highlights technologies and organizations that help deliver this capability to U.S. and Coalition forces, enabling them to be agile and successful in their missions.

Objectivity, Inc. provides the data technology that enables mission critical command, control and intelligence systems used in battlefield operations and decision support. The company is conducting an expert panel discussion, providing a technology showcase and demonstrations, and is also meeting with conference attendees on exhibit floor of the conference.

### **Objectivity, Inc. Events Planned for NCW 2011**

**- Technology Showcase: "Objectivity/DB: Transforming Data into Actionable Intelligence." Monday, January 24th at 3:30pm (Eastern)**

Brian Clark, vice president of product management for Objectivity, Inc. will discuss the unique strengths and capabilities of the company's flagship product, Objectivity/DB, during a sessions titled "Transforming Data into Actionable Intelligence." Objectivity/DB is a high-performance and distributed data management, data fusion and graph processing technology, used to analyze petabyte, exabyte or

larger data volumes. Its capabilities are harnessed today for use in electronic warfare and weapons guidance applications and similar environments dependent on the fusion and analysis of data from multiple sources of intelligence.

**- Expert Panel Discussion: “The Challenge of NCO 2.0: Drowning in Data, Thirsting for Knowledge.”  
Wednesday, January 26, 2011, at 2:15pm (Eastern)**

A group of NCW/NCO and ISR experts and representatives from the U.S. military, defense system integrators and commercial technologies are conducting a panel discussion on the challenges around data collection, fusion, and processing in today’s network centric operations, intelligence, surveillance and reconnaissance efforts. The current roster of panel participants include:

- **Colonel (Retired) Fred Stein**, Distinguished Engineer, Net Centric Operations, MITRE Corporation (NCO expert and panel chair)
- **Greg Dorn**, Northrop Grumman ASA (Analyst Support Architecture) program principle
- **Major General Mark Bowman**, CIO/G6, US Army Operations, Networks and Space
- **Colonel Robert Skinner**, Commander, 688th Information Operations Wing
- **Brian Clark**, VP, Objectivity, Inc., panel co-chair, and representative for Objectivity, Inc.’s commercial data fusion, management and processing technologies.

**- Objectivity, Inc. Exhibit and Representatives, in The Arlington Ballroom, Salon IV**

On Tuesday and Wednesday, January 25-26, Objectivity, Inc. representatives will be available throughout the day for meetings and demonstrations. You can find them in space #11 of the exhibitors’ area, in The Arlington Ballroom, Salon IV, of the Crystal Gateway Marriott in Arlington, Virginia.

## **About IDGA**

**The Institute for Defense & Government Advancement** (IDGA) is a non-partisan information based organization dedicated to the promotion of innovative ideas in public service and defense. We bring together speaker panels comprised of military and government professionals while attracting delegates with decision-making power from military, government and defense industries. In addition to our live events, IDGA also offers an online community dedicated to providing defense industry professionals with breaking news, business opportunities, introductions, podcasts, webinars, and presentations from key industry leaders. Members of our online community are able to extend their live event experience and interact with the defense industry by leveraging the opportunity to network, share ideas, best practices, and business solutions. Join our community today at [www.idga.org](http://www.idga.org).

## About Objectivity, Inc.

Objectivity, Inc. is the leader in distributed, scalable data management technology. The company's patented distributed data engine and persistent object store, [Objectivity/DB](#), has been built and optimized for high performance, flexibility, virtually unlimited scalability and reliability.

Objectivity, Inc. is committed to their customers' success. The company has offices and representatives worldwide, and works directly with organizations, integrators and technical teams to recommend solutions and support options specifically tailored to clients' project and technical requirements. Please [contact the company online](#) or call (408) 992-7100 for more information.

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