



**For more Information Contact:** Kristi Furrer  
Objectivity, Inc.  
(303) 525-0924  
kristi.furrer@objectivity.com

Leon Guzenda  
Objectivity, Inc.  
408-829-6973  
leon@objectivity.com

**For Immediate Release**

## **OBJECTIVITY ANNOUNCES DR. DOBB'S JOURNAL AS OFFICIAL MEDIA SPONSOR FOR WORLDVIEW CONFERENCE**

***- Industry Expert Roundtable, Press Conference and Technology Showcase  
Compliment Robust Agenda and Keynote Speech by FBI CTO -***

**Sunnyvale, Calif. (April 27, 2005)** - - - Finalizing the program for its sixth annual WorldView user's conference, Objectivity, Inc., the leading provider of real-time data management solutions for complex inter-related data, today announces that Dr. Dobb's Journal is the official WorldView media sponsor. This year's conference features an Industry Expert Roundtable, Press Conference and Technology Showcase, Market and Technical Sessions covering complex data management solutions and the Keynote address delivered by Jack Israel, Chief Technology Officer for the FBI. WorldView 2005 is scheduled for May 17 – May 18, 2005 at the Bethesda North Marriott in Washington, D.C. Attendance is free by registering at [www.objectivity.com](http://www.objectivity.com) and clicking on the WorldView icon. Full conference details are also available at the Objectivity web site.

“We are excited to have the prestigious Dr. Dobb's Journal as our media sponsor; it brings significant expertise and stature to our WorldView event. Dr. Dobb's vast readership, comprised of software developers and their management, corresponds directly to Objectivity's user base,” states Jay Jarrell president and CEO of Objectivity, Inc. “We are confident that our exploration into the challenges of managing large volumes of complex data will resonate with many who are invited to attend free of charge.”

### ***Industry Expert Roundtable:***

An open forum event featuring database authorities Doug Barry of Barry and Associates, expert on object databases and service-oriented architectures plus Richard Winter of Winter Corporation, expert on very large databases (VLDBs) and sponsor of the “TopTen Program” database scalability contest. Mr. Barry's most recent book, *Web Services and Service-Oriented Architectures: The Savvy Manager's Guide* provides both practical leadership and architectural advice on how to prepare an organization to take advantage of Web services and service-oriented architectures. It is currently one of the best selling books on Web services and service-oriented architectures. Discussions will revolve around market needs for complex event and relationship processing applications that involve data fusion as well as monitoring, analyzing and responding.

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### ***Press Conference:***

An open forum event introducing the launch of the most scalable commercial database in the world, Objectivity/DB<sup>®</sup> Release 9.0. Objectivity/DB 9.0 represents the first time a commercially available database is available for VLDB customers who are building Exabyte-level mission-critical data fusion applications to find the “needle in the haystack”.

### ***Technology Showcase:***

A cocktail reception showcase will feature technology demonstrations by SGI, Ontology Works, ACC, Knownet, NexQL, WebLOQ among others. All will be demonstrating their objectivity-based technology and synergies. The showcase is followed by a dinner and comedy segment.

### ***Market and Technical Sessions:***

Parallel sessions will feature industry leaders covering Process Control, Government, Scientific and Distributed Real-Time solutions concurrent with presentations by technical expert sessions covering many aspects of Application Development and Developing with Java among other topics. Industry leading presenters include Osmose, Communications Security Establishment, Northrop Grumman Mission Systems, Stanford Linear Accelerator Center (SLAC), Space Telescope (STS), Max Plank Institute, Ciena and CUNA Mutual.

### ***Keynote Address - CTO of the FBI:***

This year’s Keynote speaker is Jack Israel, Chief Technology Officer for the FBI. Mr. Israel will be speaking on the second day of WorldView, May 18<sup>th</sup> at 10:30 AM. His topic will cover Service Oriented Architecture and how the idea of service reuse and information sharing are key elements of the FBI’s architecture. Mr. Israel will discuss the issues of data security within the FBI architecture.

### ***About Dr. Dobb’s Journal***

Dr. Dobb’s Journal is the most trusted and valued magazine published for professional developers, development managers, and software architects. Since 1976, Dr. Dobb’s Journal has provided in-depth articles on software design and the latest techniques in cross-platform, multi-language development. Dr. Dobb’s Journal has the widest circulation (120,000) of any developer print publication, and has consistently been chosen by the developers surveyed in Evans Data Corporation’s annual Developer Marketing Patterns Survey as the best industry publication. Other magazines write about software development and design, while Dr. Dobb’s Journal presents articles written by the world’s leading developers and demonstrates how to create effective architectures, use innovative techniques, and solve integration problems in diverse computing environments.

Dr. Dobb’s Journal also has a vibrant Web site (DDJ.com) which reaches 106,000 unique visitors per month. Because of the quality of its articles, the depth of its coverage and the breadth of its focus, Dr. Dobb’s Journal attracts the most experienced developers who have the position and authority to drive corporate purchasing and adoption decisions. Dr. Dobb’s Journal is published by CMP Media LLC

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### **About CMP Media LLC**

CMP Media ([www.cmp.com](http://www.cmp.com)) is the leading integrated media solutions company providing “broad and deep” access to the entire technology spectrum — the builders, sellers and buyers of technology worldwide. The company’s comprehensive database of technology decision makers enables marketers to reach targeted audiences throughout the purchase process with publications, web offerings, face-to-face events, consulting and other marketing services that deliver actionable results.

### **About Objectivity, Inc.**

Objectivity, Inc. is the leading provider of real-time data management solutions for complex inter-related data. The company’s flagship product, Objectivity/DB, manages and analyzes very large volumes of complex data for event and relationship processing within mission-critical applications. These applications are developed by ISVs, OEMs and end-users in process control, medical and telecommunications equipment, government, ontology, financial services, and knowledge management. Objectivity/DB enables organizations to monitor, analyze and respond by identifying inter-relationships or anomalies providing real-time intelligence for predictive analysis and decision support.

Objectivity, Inc. is headquartered in Sunnyvale, Calif., USA. For more information, contact the Company by sending e-mail to [info@objectivity.com](mailto:info@objectivity.com), visiting <http://www.objectivity.com> or calling (408) 992-7100.

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