Objectivity

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For Immediate Release

OBJECTIVITY FEATURES SPEAKERS AT ARC FORUM IN JAPAN

- Topics include: Data Fusion Management Solutions for Real-time Applications and Refinery of the Future -

SUNNYVALE, Calif., (July 16, 2007) - - - With growing interest from the manufacturing and process control market for its real-time data management solutions for complex inter-related data, Objectivity, Inc. today announces that it will feature two speakers at the ARC Advisory Group's Ninth Annual Forum, July 24-25, 2007 in Tokyo, Japan. The Forum entitled "*Collaborative Manufacturing Strategies: Driving Performance in the Flat World*" reviews the rapidly changing playing field for global business that is creating extraordinary opportunity for manufacturers to improve productivity and performance. Featured speakers at the Forum include Mr. Brian Clark of Objectivity, Inc. and Mr. Mike Brooks of Chevron speaking about *"Data Fusion Management Solutions for Real-time Applications"* and the "*Refinery of the Future*", respectively.

ARC Forum in Asia

The ARC Forum will focus on the Flat World, which is rapidly changing the playing field for global business, creating extraordinary opportunity for manufacturers to improve productivity and performance. This Forum will bring together over 200 top industry executives to explore best practices for success in manufacturing. Presenters will share how new manufacturing and automation technologies and industry standards are being used to improve asset utilization, lower Total Cost of Ownership (TCO) in all operations, improve innovation, and increase speed-to-market.

Forum attendees learn how others are driving Operational Excellence in the manufacturing enterprise by improving interoperability throughout the value chain. The three key sessions at ARC Forum are:

- Enterprise Interoperability for Competing in the Flat World
- Automation Strategies for Competing in the Flat World
- Outsourcing Services for Manufacturing in the Flat World

More information is available at **http://www.arcweb.com/C3/Forum0707Japan/default.aspx.**

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ARC Forum Speaker Bios

Presenting at the ARC Forum in Tokyo will be Brian Clark of Objectivity, Inc. plus independent guest speaker Mike Brooks of Chevron.

Mr. Brian Clark is the vice president, technical services for Objectivity, Inc. With more than 30 years of software industry experience, Mr. Clark is responsible for all systems engineering and professional services for Objectivity's customer base. Prior to joining Objectivity in 1989, he worked at Automation Technology Products. Previously Mr. Clark was with project management services at International Computers Limited, one of Europe's leading computer companies at the time. Recently Mr. Clark was among four speakers invited to present at the inaugural National Visualization and Analytics Center (NVAC) Consortium. His presentation covered building data fusion management solutions for real-time, mission-critical intelligence fusion and scientific applications. Brian will share his thoughts about solutions for storing and managing very large volumes of complex data for event and relationship processing.

Mr. Mike Brooks leads Chevron Global Refining activities to develop the IT architecture for supporting operational activities of refineries and their supply-chain interactions. He was previously EVP and co-founder of INDX Software, where he led development and marketing of a successful model-based integration product. With over 25 years in process manufacturing, Mike's experience includes chemical plant operations management, refinery planning and scheduling, instrumentation and control projects, advanced control applications, plus development of Control Systems, Process Information Management Systems, and Graphical User Interface products. Mike has 15 years in upstream, downstream, and chemicals with Exxon and Chevron, and several years with IT startups Wonderware, ObjectAutomation, INDX, and Infobionics. Mike is keenly interested in how usability permeates IT products and architectures.

Objectivity's Success in Manufacturing and Process Control

The Objectivity/DB® platform enables Objectivity's customers and their end-users to collect, analyze and correlate event data and its complicated inter-relationships with known attributes in order to optimize a process or alert to failure of a process. This ability to provide the precise optimization of a system, scale without loss of performance and manage complex data in a real-

time environment has significantly improved applications used in process control, medical and telecommunications equipment, financial services and the government sector. Objectivity/DB provides a reliable, scalable repository for horizontal and vertical interoperability for the wide range of complex data types found in today's advanced real-time applications managing multi-source data.

About ARC Advisory Group

Founded in 1986, ARC Advisory Group has grown to become the Thought Leader in Manufacturing and Supply Chain solutions. No matter how complex your business issues, their analysts have the expert industry knowledge and first-hand experience to help you find the best answer. They focus on simple yet critical goals: improving your return on assets, operational performance, total cost of ownership, project time-to-benefit, and shareholder value.

About Objectivity, Inc.

Objectivity, Inc. is a global technology leader in data management products and services for software applications with the most demanding data management challenges. The company's flagship product, Objectivity/DB® is the leading object oriented data management (ODBMS) platform for the real-time management of complex inter-related data. Objectivity/DB is recognized for its ability to store and manage 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 Government Intelligence and the Military, process control, medical and telecommunications equipment and financial services. 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, California, USA. Please contact us by visiting our contact page , objectivity.com or calling (408) 992-7100. Objectivity/DB is available on a 60-day Free Trial basis at objectivity.com/download. Objectivity also provides Free Object Database Training Courses online at learn.objectivity.com.

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