



**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 BECOMES GOLD MEMBER OF THE NATIONAL  
VISUALIZATION AND ANALYTICS CENTER**

*- Joins Industrial Membership of the National Visualization and Analytics Center  
(NVAC) at the Pacific Northwest National Laboratory -*

**SUNNYVALE, Calif., (March 6, 2006) - - -** To support growing demand within the security and intelligence community for its real-time data management solutions for complex inter-related data, Objectivity, Inc. today announces its Gold Membership to the National Visualization and Analytics Center™ (NVAC). NVAC is lead by the Department of Energy's Pacific Northwest National Laboratory, for the Department of Homeland Security (DHS).

**About NVAC™**

DHS established NVAC™ in 2004 to provide scientific guidance and coordination for the research and development of new tools and methods that DHS has identified as required for managing, visually representing, and analyzing enormous amounts of diverse data and information. Development of these visualization tools will enable analysts to more effectively identify signs of terrorist attacks in their earliest stages and ultimately to prevent terrorist plots before they occur. The four core responsibilities of NVAC™ are research and development; education; technology evaluation and implementation; and integration and coordination of research programs across government agencies. More information is available by visiting <http://nvac.pnl.gov/>.

**Benefits of Gold Membership**

As a Gold Member of NVAC™, Objectivity will benefit from attendance at annual conferences and technical workshops, engagements with DHS staff, forums with users and interaction with other technology providers. Additionally, Gold Membership entitles Objectivity access to

**-more-**

## **Objectivity's Joins NVACTM --- Page 2**

software evaluation reports, participation in interoperability, methods development and architecture forums, participation in seminars and awareness of key DHS programs and procurement opportunities.

### **Objectivity's Success in the Government**

Objectivity is experiencing significant growth and adoption from the expanding security and intelligence markets that benefit significantly from the Objectivity/DB platform. Many of Objectivity's government customers are performing data fusion from geospatial and sensor data. Others are storing and correlating vast amounts of disparate information such as text, images, video and voice for investigation or security and intelligence applications. Additional government agencies where Objectivity has experienced significant success include the Department of Defense (DOD) and the Department of Energy (DOE), which has built the world's largest database, exceeding 895 Terabytes of information stored in Objectivity/DB.

### **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 (OODB) 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 process control, medical and telecommunications equipment, government 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, Calif., USA. Please contact the company by sending e-mail to [info@objectivity.com](mailto:info@objectivity.com), visiting at [www.objectivity.com](http://www.objectivity.com) or calling (408) 992-7100. Objectivity/DB is available on a 30-day FREE TRIAL basis at [www.objectivitydownload.com](http://www.objectivitydownload.com).

###

**Note to editors** Objectivity/DB is a trademark of Objectivity, Inc. All other company, organization, product or alliance names mentioned herein remain the property of their respective owners.