



**For more Information Contact:**

Kristi Furrer  
Director, Public Relations  
Objectivity, Inc.  
303-525-0924  
kristi.furrer@objectivity.com  
[www.objectivity.com](http://www.objectivity.com)

**For Immediate Release**

**OBJECTIVITY OFFERS DATA FUSION WEBINAR ADDRESSING  
THE DEFENSE AND INTELLIGENCE COMMUNITY**

***- Achieving Real-Time Multi-INT Data Fusion for Geospatial Intelligence  
Applications -***

**Sunnyvale, Calif. (September 25, 2006)** - - - Supporting demand from the defense and intelligence community for its real-time data management solutions addressing complex inter-related data, Objectivity, Inc. today announces the continuation of its series of complementary educational webinars. These informative sessions, for software developers and system architects, concentrate on how to manage complex inter-related data in real-time for mission critical applications. The next in this series, "[Achieving Real-Time Multi-INT Data Fusion for Geospatial Intelligence Applications](#)", provides a forum for attendees from the defense and intelligence communities participating in net centric warfare programs such as complex C4ISTAR (command, control, communications, computers, intelligence, surveillance, target acquisition and reconnaissance) systems to learn how to address their unrelenting need to manage massive amounts of data culled from multiple sources. Featuring the industry's foremost experts on data fusion the focal point of this webinar will be on overcoming the challenges presented by the collection, aggregation and dissemination of Multi-INT data. This important Objectivity online webinar is scheduled for Thursday, October 12, 2006 at 12:00PM Eastern/9:00AM Pacific (GMT 5:00 PM). Free registration for this webinar is available at [www.objectivitywebinar.com](http://www.objectivitywebinar.com).

**Data Fusion Webinar Speakers**

Objectivity's data fusion webinar for multiple intelligence data sources features internationally recognized data fusion experts Mr. Alan Steinberg and Mr. Ray Ivie sharing their thoughts and experiences with attendees on the challenges that must be overcome to solve the data fusion problem. They will join Mr. Brian Clark of Objectivity discussing data management solutions and what future applications will need to address in order to realize success.

**-more-**

## **Objectivity Data Fusion Webinar – Page 2**

Alan Steinberg, regarded as the father of data fusion, is an internationally recognized expert in sensor data fusion and in system development, test and evaluation. He has over 30 years experience in program management and engineering of major weapons, sensors, electronic combat, targeting and ISR systems for numerous agencies within the U.S. Department of Defense (DoD) and national intelligence organizations. As an independent consultant, Alan is presently involved in the Air and Missile Defense Advisory Panel (National Intelligence Council) and the Multi-Sensor Data Fusion (Office of Naval Intelligence/ National Intelligence) Council. Mr. Steinberg is the 2003 recipient of the Mignona Award for outstanding achievement in data fusion. Alan will be sharing with attendees the challenges that must be overcome to solve the data fusion problem.

Joining Mr. Steinberg will be Mr. Ray Ivie, vice president for strategic development at L-3 Communications, ComCept Division in Rockwall, Texas. In this role he is responsible for business strategy and development, research and development, and legislative affairs for the ComCept division. Previously Mr. Ivie served as the director for strategic development of naval programs at ComCept. Of note Mr. Ivie designed the architecture that led to the integration of the Air Force's Network Centric Collaborative Targeting and the Navy's Cooperative Engagement Capability, which were successfully demonstrated during the Navy's Trident Warrior exercise. He developed an architectural vision for sensor networking which is rapidly being accepted as the foundation of the DoD's sensor networking standard. Ray will share how L-3 is solving the data fusion problem in a real world application; attendees will learn how they went about solving this demanding problem.

Presenting from Objectivity will be Mr. Brian Clark, vice president, technical services. In this role Mr. Clark is responsible for all systems engineering professional services for Objectivity's customer base and has more than 25 years of software industry experience. Prior to joining Objectivity in 1989, he worked at Automation Technology Products. Previously he 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 with attendees solutions for

**-more-**

### **Objectivity Data Fusion Webinar – Page 3**

storing and managing very large volumes of complex data for event and relationship processing. Solutions presented will cover the collection and processing of ever increasing quantities of data from a growing number of sources to understand complicated inter-relationships and recognize patterns, transforming small clues into major breakthroughs.

#### **Objectivity/DB<sup>®</sup> Data Fusion Repository Platform**

There is a groundswell in today's defense operations for advance systems and software that address the growing need for enhanced real-time situational awareness in C4ISTAR applications. The power of Objectivity's flagship data fusion repository platform, Objectivity/DB, provides software innovators working on electronic warfare, weapons guidance, and similar environments with the unprecedented ability to create applications that collect, fuse and process Multi-INT data. This data can be quickly correlated and distributed to provide the most precise monitoring and data isolation attributes for users depending on optimized visualization and alerts of impending activity in critical real-time environments.

#### **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 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 registered trademark of Objectivity, Inc. All other company, organization, product or alliance names mentioned herein remain the property of their respective owners.