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**For Immediate Release**

**EGGHEADS SIGNS VAR AGREEMENT WITH OBJECTIVITY, INC.**

***- Catalog Management Solutions Leader Builds cmi24 on Objectivity ODBMS -***

**SUNNYVALE, Calif. (April 4, 2006)** - - - With demand growing for its real-time data management solutions for complex inter-related data, Objectivity, Inc. today announces that it has entered into a VAR agreement with eggheads CMS GmbH, a leading product information management (PIM) solution provider. According to the VAR agreement, eggheads is embedding Objectivity/DB as the data management platform in its cross-media-publishing software, cmi24. The cmi24 software manages the four steps of the cross-media-publishing process including: input, management, edit and output, plus it includes the ability to read data from existing DTP-files automatically.

**cmi 24 Automates and Simplifies PIM**

Rather than manually managing countless files in QuarkXPress, PageMaker or InDesign, cmi24 reads the required data automatically out of the layout data of print catalogs into a media-neutral Objectivity database. Cmi24 makes the reading of data a timely process so they can be administrated in the Objectivity database, or they can be changed, corrected and be newly compiled as wanted.

Cmi24 automatically makes every change available in all publications at once. The software simplifies number correction and multi-lingual versioning; even product prices are adapted automatically, generating pages in a split second. Cmi24 allows users to stay in their favorite environment and gain direct access to the Objectivity database from the running desktop publishing program (DTP).

Cmi24 can output in any medium. If desired, cmi24 transforms everything back to the normal documents of the layout program, PageMaker, InDesign or QuarkXPress. Cmi24 presents the layout file in the format of the user's own program. From this time on, users work with their

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DTP program while being online to the cmi24 Objectivity database. If a change is made in the DTP program, the Objectivity database gets it at the same time, or if something changes in the database, the DTP program understands it as well.

### **Objectivity Delivers Distribution, Replication and Availability**

In the cmi24 product view, users can look at their products with attributes that they can change, compile and search against. Users can next see what was published when, where and how with the cmi24 publication view. Then users are able to compile data as required in cmi24's user-defined view. Plus there is location-independent access to all data via the Internet and Intranet. Objectivity's distributed architecture, allows users to distribute their data to several locations while maintaining a single logical view. Cmi 24 also has extensive replication and availability which is enabled by Objectivity's High Availability option which ensures the database is always available. The result is everything can be located at all times using the search functions. Search functions support image or keyword-search. No matter if users are searching for attributes, full texts or anything else - everything is done without any manual administrative act.

“Our decision to use the Objectivity database for our cmi24 product was based upon the fact that it allows us to offer our customers a high degree of flexibility,” said Axel Janköster, chief technology officer at eggheads CMS GmbH. “The advantage of Objectivity is its ability to manage a complex network of objects with a high granularity of data.”

“Eggheads cmi24 is a perfect example of the complex data types that Objectivity excels at managing,” states Jay Jarrell, president and CEO at Objectivity, Inc. “Objectivity manages all types of complex data in native format eliminating performance degradation for conversion and mapping.”

### **About eggheads CMS GmbH**

eggheads CMS GmbH develops modern product information management solutions / cross-media-publishing software for automatic and format-independent media-production. From the headquarters in Bochum and an area wide partner network eggheads offer their customers an ideal software for media independent product data management and media production with cmi24. The main product cmi24 – cross media-integrator – is a standard software, which supports the complete process chain for product data management and also for print and digital media production: from the timesaving capturing of data pools into the integrated database to the

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location independent managing, the automated layout and the simultaneously output of data to media as Internet, electronic catalogs, CD-ROM and print media. Based on cmi24 eggheads also offer the service Content-Task-Force CTF. With this service the DTP-files of catalogs (e.g. QuarkXpress, InDesign, Framemaker) are captured electronically and assembled into a media-independent database to be available as content for further processing. More information is available by visiting [www.eggheads.de](http://www.eggheads.de).

#### **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).

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