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**For Immediate Release**

## **OBJECTIVITY ON-LINE OBJECT ORIENTED EDUCATIONAL PROGRAMS SPEED APPLICATION DEVELOPMENT**

*- New Web Based Training Site Makes It Easier for Developers to Get Started with Objectivity/DB<sup>®</sup> Data Fusion Repository -*

*- Object Oriented Technology Programs Expand Understanding of Objectivity/DB -*

**SUNNYVALE, Calif., (March 7, 2007)** - - - Enhancing the educational resources for its object oriented real-time data management platform that expands the existing performance boundaries in data management, Objectivity, Inc. today announces its new web-based training site. This new on-line training resource makes it even easier for innovators and software developers to learn how to use the Objectivity/DB data fusion repository to build their sophisticated mission-critical real-time software applications. The Objectivity-based applications they build are used throughout industries to collect, analyze and correlate data and its complicated inter-relationships to increase knowledge and optimize processes. Objectivity's new web-based training is an attractive alternative to traditional classroom offerings, enabling users to get up to speed faster than they might by reading technical manuals. Web-based training is highly accommodating to a user's own pace and requirements. Objectivity highly recommends their web-based training site to ensure their customers are well grounded in object oriented technology fundamentals. This in turn enables them to firmly grasp the full power and functionality of the Objectivity platform to increase the speed, precision and productivity of their sophisticated software applications. Objectivity's new object training courses are free and can be accessed online at <http://learn.objectivity.com/moodle/>.

### **New Educational Program Supports Customers**

This new on-line educational program is the latest offering of Objectivity's Customer Care initiative. Objectivity's on-line educational initiative affords an extensive object oriented

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curriculum to increase the educational resources for their customers. The course study ranges from Objectivity/DB 101 covering the basic architecture and concepts of Objectivity/DB, through developer language courses such as C++ and Java; to the information a Database or System Administrator needs to deploy and maintain an Objectivity/DB database configuration. These new on-line resources offer continuing education about how to solve complex business problems that can not be solved using traditional relational database technology.

“We developed our comprehensive web-based training site to make it easier for developers to get started with Objectivity/DB, or rapidly learn how to use new features,” said Brian Clark, vice president of technical services at Objectivity, Inc. “Objectivity’s object oriented educational programs have been very beneficial to our customers. Our new web-based training offers a curriculum that enhances the skills of new users to Objectivity in addition to advancing the skill set of accomplished developers who are solving today’s complex data management projects using Objectivity/DB for their sophisticated mission-critical real-time software applications.”

“We are very pleased to be offering customers this new web-based training site,” states Rich Shelley, vice president worldwide sales at Objectivity, Inc. “Objectivity has a rich heritage in educating and promoting the benefits of object oriented data management technologies. Our web-based training is another solution and resource coming out of our Customer Care initiative to aid our users and we highly recommend visits to the site to firmly grasp the full power and functionality of the Objectivity platform.”

### **Objectivity Delivers Performance and Much More**

The Objectivity/DB platform enables Objectivity’s customers and their end-users to collect and process ever increasing quantities of data from a growing number of sources to understand complicated inter-relationships and recognize patterns. This ability to transform small clues into major breakthroughs 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 the wide range of complex data types found in today’s advanced real-time data fusion applications. The Objectivity/DB platform is highly optimized for performance and throughput in systems that handle highly interconnected data.

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#### **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, California, USA. Please contact us by [visiting our contact page](#), visiting [www.objectivity.com](http://www.objectivity.com) or calling (408) 992-7100. Objectivity/DB is available on a 60-day Free Trial basis at <http://www.objectivity.com/download>. Objectivity also provides Free Object Database Training Courses online at <http://learn.objectivity.com>.

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