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For Immediate Release

OBJECTIVITY OFFERS DATA MANAGEMENT WEBINAR ADDRESSING MANUFACTURING AND PROCESS CONTROL

- *The Plant of the Future: Achieving Actionable Information through Data Design* -

Sunnyvale, Calif. (April 23, 2007) - - Supporting demand from the manufacturing market for its [real-time interoperability](#) platform that expands the existing performance boundaries in data management, Objectivity, Inc. today announces the continuation of its series of complementary educational webinars. The next in this series, "[The Plant of the Future: Achieving Actionable Information through Data Design](#)" helps software developers and system architects understand how to build a data management system across the extended enterprise allowing manufacturers to solve problems before they occur; collecting and processing streaming event data and correlating it to provide actionable information. The webinar reviews what automation vendors must focus on in order to enable full horizontal and vertical [interoperability](#) of information across a globally distributed enterprise. This webinar will feature the perspectives of guest presenter Mike Brooks of Chevron in addition to Brian Clark and Todd Stavish of Objectivity, Inc. This online webinar is scheduled for Thursday, May 3, 2007 at 12 noon EDT / 9:00am PDT / 5:00pm GMT. To obtain additional information or to register for this webinar, please visit <http://www.objectivity.com>.

Process Control and Automation Webinar Presenters and Bios

Presenting during the webinar will be Brian Clark and Todd Stavish of Objectivity, Inc. plus special guest speaker Mike Brooks of Chevron.

Mr. 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

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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.

Presenting from Objectivity will be Mr. Brian Clark, vice president, technical services. 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.

Todd Stavish is a systems engineer for Objectivity, Inc. He has expertise in a range of distributed computing applications. Mr. Stavish has worked in telecommunications, process control, automation and scientific computing. He specializes in advising customers about complex modeling, performance optimization and building fault tolerant applications.

Focus on Better Information Sharing

The push for maximum productivity and quality at the lowest cost is a huge challenge for today's process control market. Business models driving production efficiencies and productivity improvements coupled with better information sharing using Objectivity/DB[®] are key elements for a competitive edge. With the advent of smart sensors, faster processors and the increased need to preserve more information for regulatory compliance, a lot more data is being generated and management is demanding more useful information from it. In many cases, information that once had a very limited audience now has to be analyzed and quickly shared with other organizations. The distributed architecture of the Objectivity/DB platform facilitates information sharing between organizations.

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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 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](#), visiting 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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