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For Immediate Release

**OBJECTIVITY OFFERS DATA MANAGEMENT WEBINAR ADDRESSING
MANUFACTURING AND PROCESS CONTROL**

- Optimizing Data Management for Process Control and Automation Applications -

Sunnyvale, Calif. (May 9, 2006) - - - Objectivity, Inc., the leading provider of real-time data management solutions for complex inter-related data, today announces the latest in a series of complementary educational webinars. Objectivity's new webinar, "**Optimizing Data Management for Process Control and Automation Applications**", helps software developers and system architects understand how to manage complex inter-related data in real-time for mission critical process control and automation applications providing analytics, optimization and efficiency. This webinar will demonstrate to attendees from the manufacturing and process control industries how to develop applications that provide better visibility into distributed manufacturing environments, just-in-time manufacturing and real-time analytics, as well as reduce configuration work and realize sizeable productivity gains. The webinar will feature the perspectives of guest presenter Robert Mick, vice president emerging technology, ARC Advisory Group. This online webinar is scheduled for May 31, 2006 at 2pm EDT/11am PDT. To obtain additional information or to register for this webinar, please visit www.objectivitywebinar.com.

Process Control and Automation Webinar Presenters and Bios

Presenting during the webinar will be Leon Guzenda and Todd Stavish of Objectivity, Inc. plus special guest speaker Robert Mick of ARC Advisory Group.

As the Vice President, Emerging Technology for ARC Advisory Group, Robert Mick has been a member of the Enterprise Team at ARC for four years. He brings over 30 years of product development, systems integration, and operations experience in industrial automation and

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software applications. His current focus is on Interoperability, technology platforms and cyber security. Mr. Mick's research areas of expertise include Process and Discrete Industries, Integration, Security, Architectures, Standardization, Standards, Business Processes, Production Management, .NET, J2EE.

Leon Guzenda is the chief technology officer for Objectivity, Inc. Mr. Guzenda was one of the founding members of Objectivity, Inc. in 1988 and one of the original architects for Objectivity/DB. His responsibilities include working with Objectivity's major partners and customers to deliver and deploy the industry's highest performance and most reliable DBMS technology. Mr. Guzenda has over 35 years in the software industry, starting with real-time industrial automation systems.

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 the Highest Level of Precision

In today's business environment increasing quantities of complex inter-related data is impacting real-time performance of manufacturing and process control applications. During this important webinar Objectivity will discuss the deployment of industrial manufacturing and process control applications for increased precision and maximum performance gains with minimal effort and risk. At the end of this webinar attendees will understand how industry leaders such as NEC, Siemens Advanced Building Technologies and Emerson Process Control conquered their data management challenges to achieve the highest levels of precision in their manufacturing and process control applications. These organizations monitor and isolate data and its relationships with the highest level of precision within an environment that must collect and process increasing quantities of data from different data sources in real-time.

About ARC

Founded in 1986, ARC Advisory Group has grown to become the Thought Leader in Manufacturing and Supply Chain solutions. No matter how complex your business issues,

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ARC's analysts have the expert industry knowledge and first-hand experience to help you find the best answer. They focus on simple yet critical goals: improving your return on assets, operational performance, total cost of ownership, project time-to-benefit, and share holder value. ARC is the global leader in business strategies, industry trends, and technology assessment services for the manufacturing industries, utilities, and logistics.

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, visiting at www.objectivity.com or calling (408) 992-7100. Objectivity/DB is available on a 30-day FREE TRIAL basis at www.objectivitydownload.com.

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