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**For Immediate Release**

**See Objectivity at Sensor Fusion:**

Nov 29 – Dec 1, 2006  
Four Points by Sheraton  
Washington, D.C.

**OBJECTIVITY ANNOUNCES SPONSORSHIP OF THE 3<sup>rd</sup> ANNUAL  
SENSOR FUSION CONFERENCE ADDRESSING THE DEFENSE  
AND INTELLIGENCE COMMUNITY**

*- Improving the Automation, Integration, Analysis and Distribution of  
Information to the Warfighter -*

*- Objectivity Will Exhibit Data Fusion Repository Platform -*

**Sunnyvale, Calif. (November 15, 2006)** - - - Supporting the defense and intelligence community with solutions that expand existing data management performance boundaries, Objectivity, Inc., today announces it is the official event sponsor of the Marcus Evans 3<sup>rd</sup> Annual Sensor Fusion Conference. The Conference will focus on advancing sensor fusion concepts to realize complete battlefield awareness through the integration of multi-INT sources of information to achieve total data fusion. Attendees will examine solutions to bandwidth challenges in a net-centric environment and discuss the advancing state of the art Sensor Fusion automation and review improvements in visualization to create a common operating picture. The Sensor Fusion Conference is scheduled for November 29<sup>th</sup> through December 1<sup>st</sup>, 2006 at the Sheraton Four Points Hotel in Washington DC. Registration and additional information about this conference is available at <http://www.objectivity.com/sensorfusion.html>.

“We are excited to have Objectivity, Inc. as our conference sponsor; they bring significant expertise and stature to the Sensor Fusion event,” said Nick Comerford, sponsorship director at Marcus Evans.

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## **Objectivity Announces Sponsorship of Sensor Fusion – Page 2**

### **Sensor Fusion Features Data Fusion Experts**

The conference 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 (data fusion).

Featuring the industry's foremost experts on data fusion the focal point of this conference will be on overcoming the challenges presented by the collection, aggregation and dissemination of Multi-INT data. With a strong emphasis on technical subjects, designed to address key operational challenges, the third annual Sensor Fusion conference enables attendees to explore the current issues and challenges related to maximizing the potential of sensor, computer and communications technology to ensure that US and coalition warfighters have the information they need to better locate, track and eliminate their enemies while avoiding surprise attacks, now and in the future.

Recently one of the speakers, Mr. Alan Steinberg, Senior Research Scientist, Calspan University of Buffalo Research Center, participated with Objectivity in their complementary webinar series where he shared his thoughts on the challenges that must be overcome to solve the data fusion problem. This webinar is available online by visiting: [\*\*Achieving Real-Time Multi-INT Data Fusion for Geospatial Intelligence Applications.\*\*](#)

“The Sensor Fusion Conference corresponds to Objectivity’s user base who are solving complex data management challenges in DoD, Government Security and Intelligence and Homeland Security applications,” states Jay Jarrell, president and CEO of Objectivity, Inc. “We are confident our knowledge of the challenges associated with the data fusion problem will resonate with many of the attendees of this conference.”

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

There is a groundswell in today’s defense and intelligence operations for advance systems and software that address the growing need for enhanced real-time situational awareness in C4ISTAR and similar applications. The power of Objectivity’s flagship data fusion repository platform,

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### **Objectivity Announces Sponsorship of Sensor Fusion – Page 3**

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.

During the conference, Objectivity will have an exhibit where we discuss the powerful abilities of the Objectivity/DB platform. This platform allows innovators working on software applications for electronic warfare, weapons guidance, wireless communications and command and control purposes to create applications that collect, fuse and process Multi-INT data. Objectivity/DB correlates that data in order to provide the most precise monitoring and data isolation attributes so that users have optimized visualization and alerts of impending activity in critical real time environments, creating foreknowledge that can be transferred to multiple actors for a coordinated response. The Objectivity exhibit will be located in the foyer outside the Sensor Fusion Conference room. The exhibit will be available to attendees as follows:

- Wednesday, November 29 - 1:00pm –4:00pm
- Thursday, November 30 - 7:30am – 4:00pm
- Friday, December 1 - 7:30am – 4:00pm

### **Objectivity Hosts Reception**

Attendees are invited to visit Objectivity's cocktail reception located by the atrium on the top floor of the hotel by the pool on Thursday, November 30<sup>th</sup> at 5:00pm and meet with Objectivity and industry experts in an informal atmosphere to further your discussions about your important challenges dealing with sensor fusion initiatives and programs.

### **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

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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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