Objectivity

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For Immediate Release

SUNRISE LEVERAGES OBJECTIVITY/DB FOR THE SIGMA PLUS VOICE NETWORK MANAGEMENT SYSTEM

- Scalable, Distributed Object Database Delivers High Availability with Flexible Management Capabilities -

SUNNYVALE, Calif. (July 23, 2007) - - - Objectivity, Inc., the leading provider of object oriented real-time data management platforms that expand the existing performance boundaries in managing complex inter-related data, today announces that Objectivity/DB® has been selected and deployed by sunrise communications in their Sigma Plus network management system for sunrise's voice-over Internet protocol (VoIP) services. sunrise, Switzerland's second largest telecommunications provider, is the country's only alternative full service company that can offer residential and business customers integrated telecommunications solutions meeting the latest technological standards. The Objectivity/DB based Sigma Plus is a leading network management system for VoIP offering uncompromising performance with comprehensive functions for increased efficiency and transparent cost accounting with other systems. Sigma Plus is a strongly requested common platform within the healthcare market offering a powerful module for the exchange of data with patient management systems for patient processing procedures, credit management, as well as call switching for patients and technical and service staff in numerous university hospitals, canton and regional hospitals. Sigma Plus is a scalable solution that can be optimally integrated in existing IT infrastructures without any media interruptions.

Reducing Costs While Improving Response

Sigma Plus is a network management system for managing IP-based voice and data services. For accounting, Sigma Plus interfaces with systems from leading telecommunications suppliers including Nortel, Cisco and Avaya. Through the use of existing data infrastructures, sunrise's system has an immediate positive impact on reducing their customer's capital and operational costs. Real time or pre-provisioning of services activation enables sunrise to quickly respond to demands for VoIP services without the need for additional hardware or costly field service calls.

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Sigma Plus also provides full FCAPS (fault-management, configuration, accounting, performance, and security) and OAM&P (operation, administration, maintenance and provisioning) functionality. A high degree of user convenience is provided through Sigma Plus' easy to use Windows-based web interface. Built-in alerting, infrastructure monitoring and sunrise's 7/24 service all ensure operational reliability.

Objectivity Manages Complex Data

Objectivity/DB serves as the persistent storage repository for Sigma Plus. As the provisioning engine to set-up, operate and maintain PBX (Private Branch Exchange) systems as well as expanding communication capabilities via VoIP, Sigma Plus stores all configuration data in the Objectivity database. Objectivity delivers unlimited scalability and a distributed architecture, which is key to sunrise's Sigma Plus' functionality. Using Objectivity/DB distributed architecture; Sigma Plus remote network operators can easily manage a network of PBX systems for multi-site business environments. Different external databases can be connected to the system with predefined interface definitions like LDAP (Lightweight Directory Access Protocol) to enable direct exchange of data with third party applications.

The Objectivity/DB platform handles large volumes of complex data for Sigma Plus to optimize network configurations. Objectivity/DB enables Sigma Plus to monitor networks, analyze the traffic and issue automated, flow-through provisioning, alarm monitoring, and performance monitoring. Objectivity's high performance allows Sigma Plus to manage complex network data and detect and correct anomalies in real-time. Objectivity/DB also allows Sigma Plus to perform concurrent processing of simultaneous network events to monitor, analyze and provide alerts to network anomalies.

"Our Sigma Plus network management system provides maximum reliability, flexible management and uncompromising performance for VoIP communication services. The Sigma Plus system offers comprehensive voice management functionality with secure and scalable access to critical network information in real-time," said Martin Hengartner, product manager applications for sunrise. "Objectivity/DB offers the distribution, reliability, and most importantly, the scalability required to operate in our customers' highly dynamic and distributed communications environments."

"Objectivity/DB ensures that sunrise's Sigma Plus voice-over IP network management system delivers performance, flexibility and unlimited scalability to their business and healthcare

customers," said Rich Shelley, Objectivity's vice president of worldwide sales. "These attributes provide sunrise's customers with a significant competitive advantage as they introduce new services and technologies to the marketplace."

About sunrise
sunrise is the first independent operator of telecommunications in Switzerland. 2.2 million customers use its provisions of services in the fields of mobile telephony, fixed network and Internet VoIP. Its network of mobile telephony has a GSM Dualband infrastructure covering more than 99% of the population offering the most modern telephony services. An optical high performance fiber network of more than 7000 kilometers makes it possible for sunrise to offer a complete range of great quality voice and data services. As a founding member of the Mobile Starmap Alliance, which includes 10 large European operators of mobile telephony, sunrise guarantees its customers access to provisions of services of first order. sunrise is a mark held by TDC Switzerland AG. For more information visit the company at http://www.sunrise.ch/index.htm.

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 , objectivity.com or calling (408) 992-7100. Objectivity/DB is available on a 60-day Free Trial basis at objectivity.com/download. Objectivity also provides Free Object Database Training Courses online at learn.objectivity.com.

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