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## Golden Impressions Wins Network Centric Warfare Award for Objectivity, Inc.

*Company recognized for Outstanding Contribution to the Development of Network Centric Operations*

### **For Immediate Release:**

**Aurora, CO – February 1, 2011** – Golden Impressions Marketing, Inc. today announces that it has secured a Network Centric Warfare (NCW) award from the Institute for Defense & Government Advancement (IDGA) for its client, Objectivity, Inc. Golden impressions developed and submitted the entry for “Outstanding Contribution to the Development of Network Centric Operations” on behalf of their client, Objectivity, Inc. of Sunnyvale, CA. The award was announced on January 25, 2011 at the IDGA’s NCW conference in Arlington, Virginia. Objectivity was recognized for its role in the development of several netcentric operations including the US Air Force’s Network Centric Collaborative Targeting (NCCT) and their Analyst Support Architecture (ASA).

IDGA’s NCW Awards™ have been established to honor, recognize, and promote initiatives in the US Department of Defense, Coalition Governments, and Defense Industry that exemplify the principles of network-centric operations and support information age transformation. To identify these leading programs and initiatives, IDGA enlists a distinguished panel of defense sector leaders to accurately and objectively evaluate the network-centric innovations that support our military operations. The winners exemplify the best in current initiatives and undoubtedly set new standards of excellence for incorporating this transformational concept into future work for the Department of Defense and its partners.

Objectivity, Inc. is a leading supplier of database management technologies used in the most advanced C2/C4ISR data fusion, analytics and metadata systems in the world. Objectivity’s flagship product, Objectivity/DB, serves as the real-time and scalable “data fusion” repository that monitors, analyzes, responds and reports on all platforms and assets such as aircraft, etc., uniquely satisfying the real time

data management requirements for network centric operations. Objectivity/DB fuses data from multiple disparate sources and displays it in a common operating picture and single logical view.

#### **About IDGA**

The Institute for Defense & Government Advancement (IDGA) is a non-partisan information based organization dedicated to the promotion of innovative ideas in public service and defense. We bring together speaker panels comprised of military and government professionals while attracting delegates with decision-making power from military, government and defense industries. In addition to our live events, IDGA also offers an online community dedicated to providing defense industry professionals with breaking news, business opportunities, introductions, podcasts, webinars, and presentations from key industry leaders. Members of our online community are able to extend their live event experience and interact with the defense industry by leveraging the opportunity to network, share ideas, best practices, and business solutions. Join our community today at [www.idga.org](http://www.idga.org).

#### **About Objectivity, Inc.**

Objectivity, Inc. is the leader in distributed, scalable data management technology. The company's patented distributed data engine and persistent object store, [Objectivity/DB](#), has been built and optimized for high performance, flexibility, virtually unlimited scalability and reliability.

Objectivity, Inc. is committed to their customers' success. The company has offices and representatives worldwide, and [works directly with organizations, integrators and technical teams](#) to recommend solutions and support options specifically tailored to clients' project and technical requirements. Please [contact Objectivity, Inc. online](#) or call (408) 992-7100 for more information.

#### **About Golden Impressions Marketing Inc.**

Founded in 1999, Golden Impressions Marketing, Inc. is a progressive B2B advisory firm providing innovative public relations, marketing and business development services. Golden Impressions develops advanced communications and marketing programs to drive increased market awareness and adoption. We help our clients market complex concepts to the government and commercial sectors in a way that resonates with their targeted audiences. By positively influencing attitudes through results oriented programs, we increase business leads and opportunities. Our clients include growing technology innovators and entrepreneurs launching new businesses, product lines or company turn-arounds. To learn more visit [www.goldenimpressions.com](http://www.goldenimpressions.com).

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