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**For Immediate Release**

## **OBJECTIVITY OFFERS DATA FUSION WEBINAR FOR THE INTELLIGENCE COMMUNITY**

*- Achieving Actionable Intelligence with Data Fusion and Exploitation -*

**Sunnyvale, Calif. (February 1, 2007)** - - Supporting demand from the Intelligence community for its real-time data fusion 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,

*[“Achieving Actionable Intelligence with Data Fusion and Exploitation”](#)*,

provides an informative resource for attendees involved in the war on terrorism from the defense and intelligence community. This webinar is intended for software developers and system architects that are building advanced multiple-intelligence (Multi-INT) applications ingesting and managing terabytes and petabytes of intelligence data from multiple disparate sources. Featuring the industry’s foremost experts on data fusion, this complimentary one-hour webinar examines how Objectivity/DB<sup>®</sup> facilitates the development of applications for the exploitation process, allowing analysts to better recognize patterns and transform small clues into increased knowledge to better predict unknown events.

This important Objectivity online webinar is scheduled for Tuesday, February 6, 2007 at 12:00 noon EST / 9:00 am PST / 5:00 pm GMT. Free registration for this webinar is available at [www.objectivity.com](http://www.objectivity.com).

### **Internationally Recognized Data Fusion Speakers**

The webinar features internationally recognized data fusion experts Mr. Alan Steinberg and Mr. Tim Kline sharing their thoughts and experiences with attendees on the challenges that must be overcome to solve the data fusion problem. They will join Mr. Brian Clark of Objectivity to

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discuss data management solutions and what future applications will need to address in order to realize success.

Alan Steinberg, regarded as the father of data fusion, is an internationally recognized expert in sensor data fusion and in system development, test and evaluation. He has over 30 years experience in program management and engineering of major weapons, sensors, electronic combat, targeting and ISR systems for numerous agencies within the U.S. Department of Defense (DoD) and national intelligence organizations. As an independent consultant, Alan is presently involved in the Air and Missile Defense Advisory Panel (National Intelligence Council) and the Multi-Sensor Data Fusion Council (Office of Naval Intelligence/ National Intelligence). Mr. Steinberg is the 2003 recipient of the Mignona Award for outstanding achievement in data fusion. Alan will share his experience with the challenges that must be overcome to solve the data fusion problem.

Joining Mr. Steinberg, will be Mr. Tim Kline, retired Director of Technology and Engineering for Canada's Communications Security Establishment (CSE). Mr. Kline will outline how the CSE conquered their data management challenges by building an Objectivity/DB driven framework to facilitate the development of their data fusion applications. Mr. Kline has over 24 years of private and public sector experience in the computer and communications sectors, with 18 years of experience working in National Intelligence and Information Technology Security (ITS).

Presenting from Objectivity will be Mr. Brian Clark, vice president, technical services. With more than 25 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.

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### **Objectivity/DB Data Fusion Repository Platform**

The international focus on crime and terrorism has placed unprecedented demands on government agencies tasked with developing or acquiring software applications to ingest and manage massive amounts of intelligence data. The power of Objectivity's flagship data fusion repository platform, Objectivity/DB, provides software innovators working on advanced Multi-INT software applications to manage highly dimensional and subtly related data making it more accessible to the exploitation process. Objectivity/DB fuses, correlates and analyzes data from multiple sources originating from real time feeds to legacy silos into one common view. This unique ability enables analysts to search and discover patterns through large and subtle data sets allowing them to construct and evaluate scenarios and achieve more effective levels of actionable intelligence.

### **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, 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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