



Objectivity, Inc.'s Founder Announced as Keynote Speaker for Third Annual International Conference on Objects and Databases (ICOODB)

Session will discuss how object data management technologies support critical requirements, scalability and resilience

For immediate release:

Sunnyvale, CA – August 25, 2010 – **Objectivity, Inc.**, the leader in distributed, scalable data management technology, announced today that the company's founder and former CTO, Leon Guzenda, will be a keynote speaker at this year's ICOODB conference. The event, centered around object and database technologies, will be held in Frankfurt, Germany, from September 28 – 30, 2010.

Guzenda will be speaking about complex data management challenges on September 30 at 11:30AM. The title of the session is "The Synergy Between the Object Database, Graph Database, Cloud Computing and NoSQL Paradigms" and the talk will detail the synergies and key advantages of different technologies.

Leon Guzenda is the founder of Objectivity, Inc. and one of the original architects of the company's flagship technology, Objectivity/DB. His efforts have led to the development of a robust, scalable, high performance object data management, persistence layer and fusion engine used in mission critical enterprise and government systems. His current responsibilities include working with Objectivity's customers and partners to deploy Objectivity/DB in their leading edge applications.

About the ICOODB – <http://www.icoodb2010.org>

ICOODB 2010 is the third in a series of international conferences aimed at promoting the exchange of information and ideas between members of the objects and databases communities. At the same time, the conference aims to meet the needs of the different sub-communities. The conference therefore consists of three different tracks offered as a tutorial & workshop day, an industry day and a research day

About Objectivity, Inc. – <http://www.Objectivity.com>

Objectivity, Inc. is the leading provider of distributed, low latency, cloud-ready database management solutions for mission-critical applications. The company's flagship product, Objectivity/DB, is used by government, security, complex manufacturing, commercial services, science, and engineering organizations to increase speed, precision and productivity.

Objectivity, Inc. remains on the cutting edge of innovation by working directly with clients to build customized programs, find solutions to complicated challenges and seamlessly integrate technology across multiple platforms and languages.

Objectivity, Inc. is headquartered in Sunnyvale, California, USA. Please [Contact us](#) [contact them online] or call (408) 992-7100.

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