Objectivity, Inc. Named Sponsor at Network Centric Operations (NCO) Asia 2010

Company returns to Singapore to sponsor the only dedicated NCO event in Asia

For immediate release:

Sunnyvale, CA – September 09, 2010 – **Objectivity, Inc**., the leader in distributed, scalable data management and object persistence technology, announced today that the company will sponsor Network Centric Operations, NCO Asia 2010 conference and exposition hosted by the Institute for Defense and Government Advancement's (IDGA), to be held in Singapore from October 19-20, 2010.

Network centric operations are essential to both current military operations and the development of next-generation systems. The event brings together several military thought leaders from various regions to address the adoption of network enabled requirements.

"This year's NCO Asia promises to be the best of the excellent series to date, and will focus on emerging challenges of building, maintaining and exploiting complex information based systems." says Colonel (Retired) Fred Stein, Chairman of the NCO Asia 2010 event, and Distinguished Engineer, Net Centric Operations, MITRE Corporation. "The conference agenda includes an outstanding mixture of military experts, engineers, developers and providers offering a great opportunity to learn about how today's challenges are being met."

Over the years, Objectivity has established a reputation in the network centric operations community for its flagship product, Objectivity/DB, which makes it possible to ingest and process large volumes of data with low latency in a distributed environment for mission-critical applications. The company is an expert in enabling NCO in some of the world's most complex command and control systems.

"We are returning to NCO Asia after building a reputable presence the previous year," said Jay Jarrell, Objectivity's President and CEO. *"*NCO Asia is a venue ideal for raising awareness in a region with the potential for significant growth, in addition to reconnecting with our friends in the community. We look forward to another successful event."

Objectivity, Inc. will be exhibiting at the conference. Attendees are encouraged to visit company representatives at their booth to learn more about Objectivity, Inc. or to view a demonstration.

About NCO Asia 2010

Network Centric Operations (NCO) Asia 2010, taking place from November 19-20, 2009 at the Amara Sanctuary Resort Hotel in Singapore, is the only Asia-based event focused on how to achieve network centric capabilities and one of the very few events that provides a forum for high level C4ISR leaders. For more information on the conference, visit http://www.ncoasia.com.

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 http://www.objectivity.com/pages/contact/ [contact them online] or call (408) 992-7100.

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For more information contact:

Press Contact: Objectivity Public Relations

Email: public-relations@objectivity.com