InfiniteGraph and Riptano to Discuss Alternative Data Technologies in Upcoming DBTA Webcast

Companies to Educate the Enterprise about NoSQL (Not Only SQL) and More

FOR IMMEDIATE RELEASE:

Sunnyvale, CA – October 14, 2010 - InfiniteGraph, a business unit of Objectivity, Inc., and developer of data technologies enabling advanced relationship analytics for enterprise and government applications, will be one of the presenters in an upcoming webcast about NoSQL database technology and how the NoSQL approach is beneficial in handling vast amounts of data, and the corresponding need for analytics, with ease and speed.

The webcast, entitled "**NoSQL, RDBMS Alternatives for the Enterprise**" is designed to help participants learn the basics about NoSQL and get up-to-speed quickly on the database technology that enables some of the most data intensive and mission critical systems in the world today. Panelists include Warren Davidson, Director of Business Development and Strategic Alliances for Objectivity and InfiniteGraph, and Jonathan Ellis, Project Chair of Apache Cassandra and Co-Founder of Riptano.

The webcast is being produced by Database Trends and Applications (DBTA) and hosted by Tom Wilson, President of DBTA and Unisphere Research.

Live Webinar Schedule and Registration:

Thursday, October 21, 2010
11:00 a.m. – 12:00 p.m. PST (2:00 – 3:00 p.m. Eastern / 7:00 – 8:00 p.m. GMT)

Click here to register for "NoSQL, RDBMS Alternatives for the Enterprise"

or copy the following URL into your web browser's address field:
http://www.dbta.com/Webinars/dbta/21oct2010/ob4

Topics of Discussion:

- What is "NoSQL" and what issues does this technology address that are problematic in relational database management systems?
- How do the NoSQL solutions address current and emerging issues in database management?
- What are the important considerations when looking at NoSQL for their production environments?
- How can I get training and support for NoSQL deployments?

About Riptano

Riptano is the company for Apache Cassandra, the leading scalable and high performance open source database. Riptano offers software, support, and training for Cassandra. Capable of both online transactions and analytical workloads, Cassandra offers distribution of data across multiple data centers and incremental scalability with no single points of failure. Cassandra is the logical choice when you need reliability without compromising performance, and Riptano brings Cassandra to the enterprise. For information on Riptano visitwww.riptano.com

About InfiniteGraph

InfiniteGraph enables large-scale graph processing, data analytics and discovery in systems and services developed around social networking, business intelligence, scientific research, national security and other advanced, mission critical requirements. InfiniteGraph offers a unique, graph database solution based on a highly-scalable, distributed data persistence technology that has been deployed in some of the most advanced and mission-critical enterprise and government systems in operation today. Organizations can use this solution to discover complex relationships in their data and develop applications with significant time-to-market advantages and technical cost savings. For more information, visit www.InfiniteGraph.com.

About Objectivity, Inc.

Objectivity, Inc. is the leader in distributed, scalable data management technology, and provides the core technology for InfiniteGraph. The company's patented distributed data engine and persistent object store is the enabling technology within many markets, powering some of the most complex applications and mission critical systems used in commercial, enterprise, government and research organizations today. Objectivity, Inc. is headquartered in Sunnyvale, California, USA. Contact Objectivity, Inc. online (www.Objectivity.com) or call (408) 992-7100 for more information.

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