



Objectivity, Inc. Named Sponsor and Speaker for 7th International Cloud Expo

Patented data management technology enables development of highly scalable, distributed services on cloud hosted infrastructure.

For Immediate Release:

Sunnyvale, CA -- October 28, 2010 -- Objectivity, Inc., the leader in distributed, scalable database technology, announced today that they have been named a sponsor of SYS-CON's 2010 Cloud Expo which will take place November 1-4, 2010 at the Santa Clara Convention Center in Santa Clara, California.

Objectivity, Inc. will be showcasing their new product, InfiniteGraph, a distributed and scalable graph database which is partnering with leading cloud hosting providers to offer their technology free to qualified startups. In addition, Mark Maagdenberg, senior systems engineer at Objectivity, Inc., will be speaking on session titled "Scalable Graph Database in the Cloud."

SYS-CON's 7th International Cloud Expo is the leading international event focused on cloud computing and is the only enterprise IT event in 2010 covering the entire scope of the cloud computing spectrum. Cloud computing is increasingly becoming a fundamental part of the enterprise computing environment. The four day expo will feature keynote speakers, general and breakout sessions, and a prominent expo floor featuring top companies, such as Objectivity, Inc., who are helping developers leverage the cost savings, performance and scalability benefits available through distributed cloud platforms and commodity hardware infrastructures.

"As organizations and enterprise platforms make increasing use of distributed cloud infrastructures, Objectivity leads the way in providing robust, enterprise-ready, distributed database and data management technology in support of their mission-critical requirements," said Jay Jarrell, president and CEO of Objectivity, Inc.

As a past sponsor, Objectivity was invited back based on cloud developers' interest in the company's patented technology and flagship product, Objectivity/DB, which enables the scalability and performance that developers need to support the distributed requirements of their next-generation systems. Objectivity/DB is ideal for applications requiring high-speed data ingest, data fusion and correlation, massively parallel processing, relationship analytics and graph traversal. Additionally, it has the ability to scale to meet the most demanding data storage requirements - all while using low-cost commodity computing resources such as those provided on Amazon's EC2, GoGrid's Cloud Hosting platform, and other distributed, virtualized cloud environments. Attendees are encouraged to stop by booth # 312 to learn more about Objectivity, Inc.

About the International Cloud Expo:

The 7th [International Cloud Expo](http://www.cloudcomputingexpo.com) will be held on November 1-4, 2010, at the Santa Clara Convention Center, Santa Clara, CA. More than 1,500 delegates will find out how cloud computing is transforming the way that enterprises everywhere build and deploy applications. Now in its third year, the Cloud Computing Conference & Expo series is the fastest-growing Enterprise IT event, devoted to every aspect of delivering massively scalable enterprise IT as a service. For more information, visit <http://www.cloudcomputingexpo.com>.

A note on Objectivity/DB

[Objectivity/DB](#) is a fully scalable, distributed processing architecture that manages localized, centralized or distributed databases by synthesizing large, complicated streams of data into a single logical view.

About Objectivity, Inc.

Objectivity, Inc. is the leader in distributed, scalable data management technology. Our patented distributed data engine and persistent object store and flagship product, [Objectivity/DB](#), is the enabling technology within many markets and sectors, powering some of the most complex applications and mission critical systems used in government, business and science organizations today.

We are committed to your success. Objectivity, Inc. 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.

Objectivity, Inc. is headquartered in Sunnyvale, California, USA. Please [contact us online](#) or call (408) 992-7100. Objectivity, Inc. provides a free trial version of the product, [direct assistance](#) from our

technical representatives and team of systems engineers, in addition to free **Web-based training**, and the **Objectivity Developer Network**, a resource for developers and evaluators that offers free open source applications, tutorials, code snippets, and other technical materials.

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Note to editors: Objectivity/DB is a trademark of Objectivity, Inc. All other company, organization, product or alliance names mentioned herein remain the property of their respective owners.

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