



## **Objectivity, Inc. Partners With nGeneYes**

*Partnership Leverages Objectivity's Unique Data and Object Management Technology to Solve Complex Technology Problems*

For immediate release:

**Sunnyvale, CA -- February 12, 2010** - Objectivity, Inc., a leader in distributed data management solutions, announced today that it has entered into a partnership with nGeneYes Inc., a leader in software development, systems design and implementation, business consulting, and advanced business systems. The combination supports both companies' strong history of technological breakthroughs and success in meeting the needs of a wide array of clients.

Objectivity/DB's distributed platform and real-time performance make it a natural fit for nGeneYes to utilize in its clients' projects, allowing them to combine their extensive business experience and technical knowledge with some of the most advanced technologies available, and to innovate with confidence.

nGeneYes has leveraged their strong development and consulting expertise to integrate and deploy Objectivity's flagship product, Objectivity/DB, as the enabling technology for several projects and customers that include CPX Interactive, a cutting edge online ad network and global marketing company. CPX Interactive serves more than 30 billion impressions to more than 200 million unique users across more than 3,400 websites in more than 60 countries every month.

**About nGeneYes Inc.** – <http://www.ngeneyes.com/>

nGeneYes uses the most advanced technology to create sound business systems to meet a variety of needs. nGeneYes's qualified specialists are among the best technical experts in the industry. This expertise combined with years of practical business experience enables them to solve today's most difficult problems and effectively plan for the needs of tomorrow.

### **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.** – <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 us online] or call (408) 992-7100. A <http://www.objectivity.com/pages/downloads/> [60-day free trial of Objectivity/DB] is available, and Objectivity also provides free <http://learn.objectivity.com/> [Web-based training] in C++ and Java object-oriented programming, distributed C++ and Java queries using PQE (Parallel Query Engine), and database administration.

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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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