

Media Alert: OMG™ Audio Technology Briefing Program

**The OMG's Expanded Mission :
Model Driven Architecture™ (MDA™)**

Date: Thursday, March 8, 2001
Time: 11:30 – 12:30 Eastern Time
Format: Audio Conference

The Model Driven Architecture (MDA) provides an open, vendor-neutral approach to the challenge of interoperability, building upon and leveraging the value of OMG's established modeling standards: UML™, MOF™, XMI™ and CWM™. MDA is also intended to address interoperability at the design level with many languages & platforms, including CORBA®, .Net, e-Speak, ONE, XML/SOAP and the like.

The Object Management Group™ (OMG) has invited some of its key contributing OMG Members to a press and analyst-only briefing on what the MDA is and how it is being used by customers. If you're interested in learning more about how the MDA is establishing the OMG as a place for streamlining the process of integration and development of new specifications, please join us on the telephone briefing.

Guest speakers include:

- Mr. Eric H. Castain, Business Object Services, Senior Vice President, Wells Fargo Bank
- Mr. David Frankel, Chief Consulting Architect, Advanced Technologies, IONA Technologies, Inc.
- Dr. Jishnu Mukerji, Senior System Architect, Middleware Division, Hewlett-Packard Company
- Dr. Richard Soley, Chairman and CEO, Object Management Group

The OMG Technology Briefing series is designed to bring industry analysts and press up to date on new middleware standard initiatives being sponsored and supported by leading industry developers and end-users. The briefings offer timely updates to anyone covering this market. The sessions put participants directly in touch with specification submitters, supporters and companies building products based on new OMG specifications, as well as with OMG technology experts.

To participate in the MDA audio conference (press and analysts only), contact:

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