



## **PRESS RELEASE**

### **CPDA ANNOUNCES PLM ROAD MAP™ 2010**

**Annual PLM Conference set for September 28 & 29**

**Riverside, CT, For Immediate Release** – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, has announced that its conference PLM Road Map™ 2010 will take place on September 28 & 29, 2010. The event will be held at The Inn at St. John's, Plymouth, Michigan, which is located just outside Detroit. This annual event brings together leading industry experts from CPDA, key industry players, and front-line implementation experts who will explore the progress, opportunities, and road blocks end users are confronting.

For more information and updates on PLM Road Map™ 2010 visit [http://www.cpd-associates.com/index.cfm?content=include\\_conference10.cfm](http://www.cpd-associates.com/index.cfm?content=include_conference10.cfm) or contact Cheryl Peck at 800-573-4756 or by e-mail at [Cheryl.Peck@cpd-associates.com](mailto:Cheryl.Peck@cpd-associates.com).

#### **ABOUT PLM ROAD MAP™ 2010**

PLM Road Map™ 2010 is a strategic conference focused on the critical tradeoffs that shape product development. Explore first hand the progress, opportunities, and road blocks leading-edge end-users are confronting. Presentations will cover mechatronics, transforming PLM into a dynamic infrastructure for business decisions, optimizing processes for the extended enterprise across the full product lifecycle, critical issues in simulation, requirements-driven product development, geometric modeling for simulation, transforming engineering processes, and more.

#### **ABOUT CPDA**

Collaborative Product Development Associates (CPDA) is a provider of critical analyses for PLM decisions. CPDA offers the latest in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs leverages the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations. CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, Mechatronics Council, PLM-Integration/Product Definition, and Product Value Management.

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