



PRESS RELEASE

CPDA ANNOUNCES DETAILS OF SPEAKER LINE-UP FOR PLM ROAD MAP™ 2010

Riverside, CT, For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for Product Lifecycle Management (PLM) decisions, announces details of the speaker line-up for its PLM Road Map™ 2010 conference, to be held on September 28 & 29 at The Inn at St. John's, located in Plymouth, Michigan. Now in its seventeenth year, this highly acclaimed event offers a program that delivers expanded analysis of the year's most critical business and technology issues in PLM.

The theme for this year's conference is the transformation of product development approaches to serve a new value proposition involving the detailed reconciliation of data and processes across global engineering functions. The conference kicks off with a presentation from MathWorks' Jim Tung, who will discuss the challenges of embedded system development and how companies are adopting model-based design to address them. Given the continual need for ever more computing capacity, HP's Christian Verstraete will focus on the ability of the cloud to meet the needs of product development and engineering. Lean expert, Michael Kennedy, will then look at set-based design as a way of converging knowledge into a collaborative decision-making process that is capable of delivering superior products on time and with consistent profits. IBM Rational's Bruce Powel Douglass will show how agile methods can impact the development of embedded and real-time software and their advantages for systems engineering. Rounding out the opening plenary session, a leading end user, Stephen J. Pickett from Penske Corporation will share his insights into how Motorsports provides Penske's business units with a competitive advantage. He will demonstrate how relationships with companies like PTC help get Penske's cars into the victory lane.

A series of conference break-out sessions focusing in greater detail on PLM, systems issues, simulation, and mechatronics will follow. Each break-out track will offer a range of stimulating, in-depth presentations made by a dynamic group of speakers who will share not only their first-hand experiences in addressing key PLM issues but how they are gaining true business value from their technology investments.

The conference will conclude on Wednesday afternoon with a plenary session featuring presentations that will show how end users are managing growing levels of complexity in their businesses. Opening the afternoon, Brad Holtz from Cyon Research will review the overall trends in CAD/CAE based on two surveys, involving over 500 global users. Siemens PLM Software's Eric Sterling will then review the support PLM provides for a systems-driven approach to product development. Finally, Ford Motor Company's Christopher Davey will share some of the perspectives and solution methods being adopted to address the critical need for the automotive industry to redefine itself to fully address the needs of an integrated, software intensive, Mechatronic paradigm.

For more information on the agenda please visit the PLM Road Map™ 2010 conference web site at https://cpd-associates.com/pdfs/agenda/include_confagenda_0910.cfm

To register for PLM Road Map™ 2010 visit our web site at: http://www.cpd-associates.com/index.cfm?content=include_conference10.cfm&subcontent=register or call 800-573-4756.

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AGENDA HIGHLIGHTS:

Opening Plenary: New Tools and Innovative Technology to Address Rising Complexity

Jim Tung, MathWorks – New Trends in Model-Based Design

Christian Verstraete, Hewlett-Packard Company – Is Cloud Useful in PD&E? If Yes, Where?

Michael Kennedy, Targeted Convergence Corporation – Set-Based Product Development: Never Allow Your Designers to be painted into a Corner

Bruce Powel Douglass, IBM Rational – Agile Systems Engineering

Stephen J. Pickett, Penske Corporation – Innovation at the Speed of a Pit Stop

Four interactive breakout sessions include presentations by the following speakers:

HPC, Cloud Computing, and Requirements Integration to Address the Complexity of Product Development

Donald H. Brown, CPDA and Dr. Ken Versprille, CPDA (Hosts)

Shesha Krishnapura, Intel IT Engineering Group – Delivering Mass Computing to Dispersed Work Teams

Tony Iams, Ideas International – The Impact of Cloud on High-Performance Computing

Steve Seippel, Ford Motor Company – Requirement Management/CAD Templates Integration

Santanu Roymoulik, PTC – Reliability and Quality Planning in the Product Development Cycle

The Challenge to Fully Integrate Simulation, Materials Management, Emerging Electric Vehicle Needs, and People with Systems and Processes

Dr. Keith Meintjes, CPDA (Host)

Arun Chickmenahalli, International Automotive Components Group – Digital Simulations Using Automated Approaches for Interior FMVSS201 Solutions

Dr. Arthur H. Fairfull, Granta Design, Ltd. and Dr. Steven Arnold, NASA Glen Research Center – Integrating Materials Data Management with PLM

Dr. Andreas Vlahinos, Advanced Engineering Solutions, LLC – Multi-Disciplinary Model Integration to Overcome EV's Financial and Technical Barriers

Nat Workman, Mercury Marine – Efficient Integration of People, Processes, and Systems

Simulation-Based Design: Embedding Simulation Across the Entire Product Lifecycle

Dr. Keith Meintjes, CPDA (Host)

Dr. Ted Blacker, Sandia National Laboratories – Challenges in Simulation Automation and Archival

Dr. Robert McCoy, Ford Motor Company – Automated Vehicle Rollover Simulation with DOE – Subsystem Parameterization

Peter Bartholomew, MDAO Technologies – Collaboration and Standardization of Simulation Data

Dr. Keith Meintjes, CPDA – Simulation Frameworks: Industry Trends and Case Studies

Panel Discussion – Leveraging Expert Knowledge, Best Practices & Intellectual Property – the Lure of Simulation Automation with – Massimo (Max) Fariello, Altair Engineering; Shantanu Bhide, ANSYS; Michael Bloor, ESI North America; Dr. Dipankar Ghosh, Phoenix Integration; and Richard J. Bush, Siemens PLM Software

Enabling Synergistic Integration Across Mechanical, Electronic, and Software Disciplines

Will Poirier, CPDA (Host)

Dr. Kevin Craig, Marquette University – Innovation and Mechatronics

Dr. Stefan Jockusch, Siemens PLM Software – Systems-Driven Product Development

Panel Discussion – Synergistic Integration Across Mechatronic Domains – Critical Issues in Multi-Disciplinary Product Development with Dr. Edward Griffor, Chrysler LLC; Craig A. Brown, GM Powertrain; Mark Holt, IBM Software Group; Wensi Jin, MathWorks; and Stefano Rizzo, Polarion

Rich Wells, CPDA – Digital Manufacturing Scorecard Review

Panel Discussion – Digital Manufacturing Challenges and Best Practices with Daniel King, General Motors Company; Tim Storer, Procter & Gamble; and Axel Rodriguez, Rockwell Automation

Closing Plenary: Successful Lessons from the End Users

Brad Holtz, Cyon Research Corporation – Accelerating Changes in CAD/CAE: An Updated View of CAD/CAE Use

Eric Sterling, Siemens PLM Software – Managing Complexity through Systems-Driven Product Development

Christopher Davey, Ford Global Electrical & Electronic Systems Engineering – In-Vehicle Electrical and Software Management: Challenges and Opportunities

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/Product Value Management, and PLM-Integration/Product Definition.