



PRESS RELEASE

MathWorks' Jim Tung to Keynote at CPDA's PLM Road Map™ 2010

Presentation will consider new trends emerging in Model-Based Design.

Riverside, CT. For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Jim Tung of MathWorks will make a keynote address at its annual PLM Road Map™ conference, to be held at The Inn at St. John's, outside of Detroit, Michigan on September 28th and 29th.

Across industries such as automotive, aerospace, industrial machinery, communications, and robotics, companies are developing systems that must perform more functions, requiring the integration of more domains and disciplines. To address the challenges of developing these increasingly complex systems, Model-Based Design is becoming more widely used. In many cases, automatic generation of embedded software is a key capability that drives adoption. In his keynote address, **Trends in Model-Based Design**, Jim Tung will consider the increased reliance on Model-Based Design to improve system-level analysis, verification, and validation, from the specification phase to the testing of the final implementation.

Now in its 17th year, PLM Road Map™ 2010 is a strategic conference focused on the next generation of PLM integration. PLM Road Map™ 2010 will enable attendees to explore first hand the progress, opportunities, and roadblocks leading-edge end-users are confronting.

More information and updates on PLM Road Map™ 2010 may be found at http://www.cpd-associates.com/index.cfm?content=include_conference10.cfm.

About Jim Tung, MathWorks Fellow, MathWorks

Jim Tung has more than 25 years experience in the technical computing software markets. A 20-year veteran of MathWorks, he held the positions of vice president of marketing and vice president of business development before assuming his current role focusing on business and technology strategy and analysis.

Jim previously held marketing and sales management positions at Lotus Development and Keithley DAS, a pioneering manufacturer of PC-based data acquisition systems. Jim holds a bachelor's degree from Harvard University.

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.

Contact:

Cheryl Peck

CPD Associates

Cheryl.peck@cpd-associates.com

800-573-4756