



PRESS RELEASE

Thought Leaders from HP, PTC, and UGS PLM Software to Make Keynote Presentations at CPDA's PLM Road Map™ 2007

Stamford, CT, For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Mark Dunlop of HP Consulting & Integration; Chuck Grindstaff of UGS PLM Software; and Chad Hawkinson of PTC, will join Montana State University's Dr. Durward Sobek; Targeted Convergence Corporation's Michael Kennedy; General Motor's Detlef Bielohlawek; and Whirlpool Corporation's Dr. Thomas Gielda as keynote speakers at PLM Road Map™ 2007. The conference will take place on September 19 and 20 at The Inn at St. John's, Plymouth, Michigan.

In his presentation, Driving Agility for Business Value, Mark Dunlop will show how agility in IT is arguably the single most important factor in driving innovation for the business. By partnering with operations, IT represents a major resource to accomplish a successful transformation across all product design functions. Critical dimensions of IT Agility include organizational cost structures, enterprise architecture, and services offered in infrastructure, applications and business information. These dimensions form the framework for a set of Agility Best Practices that can help transform organizations to provide more meaningful business services in a faster and more effective manner.

In The Future of PLM, Chuck Grindstaff will define the potential for the unification and integration of development, simulation, and production across the lifecycle that is now fully realizable. The product data backbone central to development in PLM architecture, however, must be extended to the production floor. The future integrated enterprise will unify product development and production to drive greater speed with the confidence needed to be the first to market. The objective is only achievable with fully concurrent decision making across disciplines, supported by the full integration of development and manufacturing expertise, common visualization, and interoperability. Digital analysis must support both the product and production in continuously improving agile processes. Reuse must apply to knowledge, engineered parts, manufacturing plans, and resources that build on an open and modular data architecture. The loop between virtual and physical representations must be closed.

In Optimizing Mechatronic Product Development, Present and Future, Chad Hawkinson will address the challenges companies face while struggling to manage the explosion of electronics and software content in their products. Increased technology content with tighter timeframes and rising complexity across the supply chain are hurting cost, quality, and time to market. Experiences in supporting

current practices and frameworks from leading companies across industries and geographies to overcome the challenges in managing the mechatronic product development process will be shared. In addition, future opportunities to optimize system design across disciplines will be discussed. Specific approaches in electromechanical integration, system design, and embedded software management available to companies today will be presented.

Now in its 14th year PLM Road Map™ is a strategic conference focused on the critical tradeoffs that shape product development. PLM Road Map™ enables attendees to explore the progress, opportunities, and roadblocks leading-edge end-users are confronting.

More information about PLM Road Map™ 2007 may be found at www.cpd-associates.com.

About Mark Dunlop, Client Business Manager for Internal Projects, HP Consulting & Integration (C&I)

Mark Dunlop holds responsibility for all the C&I work underway with the internal HPIT organization and the business unit IT groups. This connection with the HPIT organization forms a critical cornerstone of the solution and product development efforts in HP Consulting & Integration. His teams are engaged in a variety of efforts supporting the IT Transformation program. All focus on two primary objectives: field capability development and knowledge mining. In short, in each project Mark's team joins, they aim to learn and share as much as possible with the field delivery teams.

Prior to taking this role, as the Practice Principal for the US Central area, Mark focused on Enterprise Applications. Mark was responsible for the entire applications portfolio, ranging from custom development to application modernization and integration. During his tenure, Mark grew the practice nearly threefold. Previously, Mark spent nine years in consulting delivery, specializing first in Microsoft Exchange and Active Directory and later in Enterprise Architecture. It was in this role that Mark was asked to serve as the inaugural Global Profession Leader for HP's Solution Architecture Profession, leading a global community of over 2,600 consultants. Mark also provided leadership for the Americas Architecture community. Before joining HP, Mark led a multi-disciplinary team with the US Air Force in developing an Electronic Office environment. Many of his recommendations have become Air Force or Department of Defense standards. Mark and his team were recognized for their efforts as part of Vice President Gore's Reinventing Government program.

About Chuck Grindstaff, Executive Vice President, Products, UGS PLM Software

Chuck Grindstaff and his group are responsible for all UGS PLM Software products, including creation, improvement, competitiveness, and quality.

Chuck began his association with UGS PLM Software in 1978, when he joined the Unigraphics Solutions research and development team, holding various leadership positions. He left Unigraphics in 1988 to revolutionize the application of digital processes for film-making. As president and CEO of Waveframe, he developed and manufactured digital signal processing systems for high-end motion picture applications. He returned to Unigraphics in 1994 in strategic planning, became director of the Unigraphics product business unit in 1997 and vice president of Unigraphics products and operations in 2000. In 2001, Unigraphics merged with Structural Dynamics Research Corporation to form the PLM line of business at EDS later known as UGS PLM Solutions, where he continued to serve as vice president of Products.

About Chad Hawkinson, Vice President, Product Strategy, Electronics, PTC

Chad Hawkinson holds responsibility for product strategy and solutions marketing for PTC products aimed at the high-tech industry. Chad recently returned from a 1½ year assignment in Tokyo, Japan focusing on developing the Asia high-tech market for PTC. Prior to PTC, Chad held a variety of roles in high-tech electronics manufacturing and supply chain software application development, including Product Manager for mobile processors at Intel. He earned a master's of business administration at the M.I.T. Sloan School and a bachelor's in engineering at Virginia Tech, and has lectured at Northeastern University in Boston on high technology operations management.

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

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