



## **PRESS RELEASE**

### **CPDA ANNOUNCES PLM ROAD MAP™ 2009**

#### **Annual PLM Conference set for September 22 & 23**

**Stamford, CT, For Immediate Release** – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, today announced that its conference PLM Road Map™ 2009 will take place on September 22 – 23, 2009. 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 together will explore the progress, opportunities, and roadblocks end users are confronting.

For more information and updates on PLM Road Map™ 2009 visit [http://www.cpd-associates.com/index.cfm?content=include\\_conference09.cfm](http://www.cpd-associates.com/index.cfm?content=include_conference09.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™ 2009**

PLM Road Map™ 2009 is a strategic conference focused on the critical tradeoffs that shape product development. Explore first hand the progress, opportunities, and roadblocks leading-edge end-users are confronting. Presentations will cover mechatronics, keys to driving a successful transformation, the extended role of modeling across the extended enterprise, meeting the challenges of PLM as it drives ever deeper into operations, globalization and the future of PLM, 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, PLM-Integration/Product Definition, and Product Value Management.

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