

News Release

FOR IMMEDIATE RELEASE

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CIMdata Announces that Dimitri N. Mavris, Boeing Professor of Advanced Aerospace Systems Analysis at Georgia Tech, will Keynote at PLM Road Map™ 2012

Presentation will show how a systems engineering approach can be used effectively in the conceptual design and development of aircraft.

Ann Arbor, Michigan, May 8, 2012—CIMdata, Inc., the leading global Product Lifecycle Management (PLM) management consulting and research firm announces that Dimitri N. Mavris, the Boeing Professor of Advanced Aerospace Systems Analysis at the Guggenheim School of Aerospace Engineering, Georgia Institute of Technology, will make a keynote presentation at PLM Road Map™ 2012 which will take place at The Inn at St. John's, outside of Detroit, on October 2 and 3.

Over the last decades, aircraft have evolved into large-scale products characterized by an increasing number of complex and interdependent systems, components, and parts. Each of them involves different disciplines and technologies, along with different sets of tools, processes, and methods. The successful definition, design, and development of an aircraft requires an overall perspective of the problem and can only be achieved through the tradeoff, exploration, evaluation, selection, and integration of the system elements to meet system-level requirements. The design and development of aircraft also involves people with different backgrounds, expertise, roles, expectations, and interests.

In his keynote address, “A Systems Engineering Approach to Aircraft Design,” Professor Mavris will show how systems engineering provides an interdisciplinary structured yet flexible process that can be used effectively in the conceptual design and development of aircraft. The emphasis will be on the methods that enable the development of a life-cycle balanced system solution that meets customer needs.

PLM Road Map™ 2012 is the must-attend event for industry executives and PLM practitioners globally—providing independent education and a collaborative networking environment where ideas, trends, experiences, and relationships critical to the industry germinate and take root. It is a strategic conference focused on how companies are successfully employing PLM strategies and enabling solutions to meet challenging product development, manufacturing, and deployment issues. PLM Road Map™ 2012 is a two-day event that will challenge attendees to shift their current thinking to a new level in a series of presentations focusing on the global transformation of product development and innovation processes. PLM Road Map™ 2012 is the leading international event that helps companies leverage cross-disciplinary and cross-industry knowledge and feedback to smooth and speed their PLM journeys. For more information on PLM Road Map™ 2012 visit our website at

http://plmforesight.cimdata.com/index.cfm?content=include_conference12.cfm

About Dimitri Mavris, Boeing Professor of Advanced Aerospace Systems Analysis, Guggenheim School of Aerospace Engineering, Georgia Institute of Technology

Dimitri Mavris is the Boeing Professor of Advanced Aerospace Systems Analysis at the Guggenheim School of Aerospace Engineering, Georgia Institute of Technology, and the director of its Aerospace Systems Design Laboratory (ASDL). ASDL has grown under his direction to an organization that has performed US\$100M worth of research in new methods and tools in the past ten years and is home to 250 researchers including research faculty, Master's, and Ph.D. students. Since 1992 the program has graduated more than 800 fully funded M.S. and 100 Ph.D. students. Over the same period, Professor Mavris has co-authored, with his students, in excess of 500 journal and conference papers.

About CIMdata

CIMdata, a leading independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM) solutions. Since its founding in 1983, CIMdata has delivered world-class knowledge, expertise, and best-practice methods on PLM solutions. These solutions incorporate both business processes and a wide-ranging set of PLM enabling technologies.

CIMdata works with both industrial organizations and suppliers of technologies and services seeking competitive advantage in the global economy. In addition to consulting, CIMdata conducts research, provides PLM-focused subscription services, and produces several commercial publications. The company also provides industry education through PLM certificate programs, seminars, and conferences worldwide. CIMdata serves clients around the world from offices in North America, Europe, and Asia Pacific. To learn more about CIMdata's services, visit our website at www.CIMdata.com or contact CIMdata at: 3909 Research Park Drive, Ann Arbor, MI 48108, USA. Tel: +1 (734) 668-9922. Fax: +1 (734) 668-1957; or at Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495 533 666.