

## NEWS RELEASE

### For Immediate Release

Contact: Jack Cahill  
Product Genesis  
617.234.0070 x235  
[info@productgenesis.com](mailto:info@productgenesis.com)

### Product Genesis to Lead Technology Convergence Track at BioTech 2005

Jeff Hovis, Managing Principal at Product Genesis will present and lead the Technology Convergence Track at the EDC/University of Miami *BioTech 2005 Conference*, March 10 2005 in Miami, FL.

**Cambridge, MA, January 31, 2005** – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Jeff Hovis, Managing Principal at Product Genesis, has been asked to present and lead the Technology Convergence Track at the *BioTech 2005 Conference*, March 10, 2005 in Miami, Florida. The conference is sponsored by the Enterprise Development Corporation of South Florida, The University of Miami and Nabi Pharmaceuticals.

According to EDC, “The BioTech 2005 Conference promotes collaboration among leading biotechnology firms and university researchers....” “Participants gain industry insight into cutting-edge developments related to a wide range of research topics....” “The conference includes Keynote Speaker Dr. Norma Kenyon, Director, Wallace H. Coulter Foundation Center of Translational Research, University of Miami.”

Mr. Hovis’ paper addresses significant innovation opportunities presented by the convergence of technologies from biotechnology research, medical devices, clinical diagnostics, micro-fluidics and information technology. Case examples will be presented from recent technology crossover programs led by Product Genesis. University technology spin-out examples will be explored including successful commercialization and clinical deployments of technologies developed at MIT, Harvard University and Partners Healthcare Organization (Massachusetts General and Brigham and Women’s Hospitals).

For more information on the EDC/University of Miami *BioTech 2005 Conference* visit:  
[www.edc-tech.org/news/eventlist.asp](http://www.edc-tech.org/news/eventlist.asp).

**About Product Genesis,**

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new opportunities, a sustainable competitive advantage, and increased shareholder value. Spun out of the MIT Innovation Center in 1986, Product Genesis has worked with diverse organizations from Global 1000 corporations, to venture capital and private equity-backed firms, accelerating their success in the industrial, commercial, consumer, medical, life sciences and technology markets.

For more information about Product Genesis, visit [www.productgenesis.com](http://www.productgenesis.com).

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