

## NEWS RELEASE

### For Immediate Release

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### Product Genesis to Co-Present at DETC 2004 ASME Conference

Dr. Kevin N. Otto, Lead Consultant at Product Genesis and Master Black Belt, Design for Six Sigma, co-presents on “Transient Root Cause Analysis” at the ASME International Design Engineering Technical Conference, September 28 to October 2, 2004 in Salt Lake City, Utah

**Cambridge, MA, May 24, 2004** – Product Genesis, Inc. (“Product Genesis” or the “Company”), the premier Strategic Innovation consulting firm, today announced a paper co-authored by Dr. Kevin Otto, Lead Consultant at Product Genesis, has been selected for the ASME’s 2004 *International Design Engineering Technical Conference*, September 28 to October 2, 2004 in Salt Lake City, UT. The paper, co-authored with Trevor Bailey, Suzanne Woll and Rajul Misra of the United Technologies Research Center, East Hartford, CT, is titled “Transient Root Cause Analysis, a Model-Based Systems Engineering Methodology”.

Dr. Otto’s paper presents a model-based systems engineering methodology that can be applied to perform a transient root cause analysis. The methodology extends existing root cause analysis best practice by incorporating system modeling and analysis techniques. The methodology is deployed through a detailed 5-step process to understand, identify, assess, FMEA, and validate potential transient system-level root causes. A transient performance reliability analysis for a dual mode refrigeration system is used to demonstrate how the methodology can be applied. The paper also describes a set of success factors for applying the methodology using a phased approach with a large cross-functional team.

For more information on the 2004 ASME *International Design Engineering Technical Conference* visit [www.asmeconferences.org/detc04/](http://www.asmeconferences.org/detc04/).

### **About Dr. Kevin N. Otto**

Dr. Otto has worked closely with Product Genesis for over ten years as a Lead Consultant. He has been a Professor of Mechanical Engineering at MIT, where he helped found the *Center for Innovation in Product Development* at the MIT Sloan School. He led the product architecture research area within the center, and has developed several methods for sizing the variety of platforms and modularizing products.

Dr. Otto has primarily been involved in the fuzzy front end of product and technology development, to effectively apply technology and create architectural breakdowns of products and systems into modular subsystems. His past experience includes projects with automotive companies on vehicle definition, the U.S. Navy with submarines, and many other companies including everything from document handling systems, air handling equipment, and print film.

Dr. Otto is a Master Black Belt in Design for Six Sigma, and is the co-author of **Product Design: Techniques in Reverse Engineering and New Product Development**, Prentice Hall, 2000.

### **About Product Genesis, Inc.**

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 and technology markets.

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

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