

NEWS RELEASE

For Immediate Release

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Product Genesis to Speak at 4th Annual PDMA/IIR Front End of Innovation Conference Charles Brunner, Director at Product Genesis co-presents with Elias Diacopoulos, Director of Engineering, at Respironics, Inc., on “Opportunities at the Intersection: A Case Study on Focusing Innovation Efforts” at the PDMA/IIR *Front End of Innovation Conference*, May 22-24, 2006 in Boston, MA.

Cambridge, MA, February 26, 2006 – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Charles Brunner, Director at Product Genesis, has been selected to speak at the Fourth Annual PDMA/IIR *Front End of Innovation Conference*, May 23-25, 2004 in Boston, MA. Mr. Brunner will co-present a case study with Mr. Elias, Diacopoulos, Director of Engineering, at Respironics, Inc., titled “Opportunities at the Intersection: A Case Study on Focusing Innovation Efforts.”

According to the PDMA, “The front end of innovation, or the discovery portion of the innovation process, is a primary source of profitable growth. At this conference, you will discover the latest tools and techniques used by companies to achieve success, so you can in turn dramatically increase the effectiveness of your own company’s front end.”

Messrs. Diacopoulos and Brunner’s paper will address how to Identify and analyze likely opportunities and how to develop the next generation platform. The process can be summed up in a simple analogy. By passing a metal detector over the beach, the beachcomber identifies likely places to dig. Once the place to dig (likely opportunity) has been identified, the treasure hunter digs deeper to find the true nature of the opportunity (is it a bottle cap or gold bullion). The opportunity scan approach enables focused searching rather than having to sift through the sands of the entire beach. Their session will present a case study on how qualitative and semi-quantitative research and first approximation information can be integrated in an analytical structure to identify and qualify likely market opportunities.

Joining Product Genesis at the event are other innovation leaders. Keynote speaker line up includes **Clayton Christensen**, Professor and Author of “The Innovator’s Dilemma” & “The Innovator’s Solution;” **Terry Jones**, Founder and Former CEO of Travelocity; **Tom Kelley**, Author of “The Art of Innovation: Lessons Learned from IDEO” & “Ten

Faces of Innovation;” **Claudia Kotchka**, Vice President of Design Innovation & Strategy at Procter & Gamble; **Renee Mauborgne**, Professor and Author of “Blue Ocean Strategy;” and many more. In addition to the keynote presentations, the event will feature a special CTO forum with companies such as **DuPont, Motorola, Xerox and Dow Corning, Inc;** the annual Inventor’s Forum featuring **Burt Rutan**, Aerospace Entrepreneur of SpaceShipOne; special dinner presentation by **Miha Pogacnik**, Violinist, Entrepreneur & Creativity Expert; and much more.

As a sponsor and presenter at the industry event for discussing innovation, **Product Genesis** would like to invite you to attend the **4th Annual PDMA/IIR Front End of Innovation event, May 22-24, 2006** in **Boston**. As a participant, we would like to extend a **special discount** to you. When registering, please reference the following priority code to receive a **15% discount** on event registration fees: **SPONM1804PG**. *The earlier you register – the more you save!*

For more information on the PDMA/IIR *Front End of Innovation Conference* visit <http://www.iirusa.com/frontend/>

About PDMA:

The Product Development and Management Association (PDMA) is the premier worldwide resource for professional development, information, collaboration and promotion of product development and product lifecycle management. Founded in 1976, the PDMA membership is over 2,200 product development professionals and academics from all sectors of the economy in over 39 countries worldwide. www.pdma.org

About IIR:

The Institute for International Research (IIR) is the world's largest conference company and has been the leader in the provision of business information for over 20 years. IIR produces over 5,000 events annually through our network of offices in over 35 countries. For further details please visit us online at www.iirusa.com

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.

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