

## NEWS RELEASE

### For Immediate Release

Contact: Daniel Blasi  
Product Genesis  
617.234.0070 x200  
[info@productgenesis.com](mailto:info@productgenesis.com)



### The Boston Innovation Quiz (BIQ) at the Front End of Innovation Conference

Cambridge, MA, April 26, 2006 – Product Genesis, the premier Strategic Innovation consulting firm, today announced The Boston Innovation Quiz (BIQ) at the Fourth Annual PDMA/IIR *Front End of Innovation Conference*, May 22-24, 2006 in Boston, MA.

For four hundred years, Boston breakthroughs have changed how the world lives. Boston is historically a hotbed for innovation in medicine, biotechnology, information technology, finance, and education to name a few. It is no surprise that Boston was the birthplace of the American Revolution. Think you know all about the innovations born in the “Hub of the Universe?” Stop by our booth at the Front End of Innovation Conference and take our Boston Innovation Quiz—cash prizes will be awarded to the top three players.

These are just a few of the innovations to come out of the Hub State:

**Bio Technology** - Robert Weinberg and his colleagues discovered the first human oncogenes and the first tumor suppressor gene, and in 1999, they were the first to create engineered human cancer cells for research use. More recently, his laboratory created the first model of human breast cancer in mice.

**Education** - In 1635, only five years after the founding of the town of Boston, the first school was established in the British colonies.

**Information Technology** – In 1951 core memory, or more accurately magnetic core memory, a random access memory (RAM) system was developed at MIT by Jay Forrester. MIT’s first digital computer, Whirlwind used this technology.

**Medicine** - In 1846, at the operating theater of Massachusetts General Hospital, Dr. William T. G. Morton, a Boston dentist, successfully demonstrated the anesthetic use of ether during surgery, providing a painless solution to an otherwise fearful procedure.

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.

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](http://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](http://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](http://www.productgenesis.com).

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