

NEWS RELEASE

For Immediate Release

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Product Genesis to Speak at National Academy of Engineering Symposium

Dr. Kevin N. Otto, Lead Consultant at Product Genesis and Master Black Belt, Design for Six Sigma, presents on “Technology Development for Six Sigma” at the NAE German-American Frontiers of Engineering Symposium, April 29 to May 1, 2004 in Washington, DC

Cambridge, MA, March 15, 2004 – Product Genesis, Inc. (“Product Genesis” or the “Company”), the premier Strategic Innovation consulting firm, today announced that Dr. Kevin Otto, Lead Consultant at Product Genesis, has been selected to speak at the National Academy of Engineering’s *German-American Frontiers of Engineering Symposium*, April 29 to May 1, 2004 in Washington, DC. Dr. Otto’s presentation is titled “Technology Development for Six Sigma: Data Driven Design in the Face of Product Development Uncertainties.” Dr Otto joins a select, invitation only group for this presentation.

According to the National Academy of Engineering “Since 1995, the National Academy of Engineering has held an annual U.S. Frontiers of Engineering symposium for outstanding engineers ages 30-45 in the United States. In 1998, the German-American Frontiers of Engineering (GAFOE) program was started. Since then, GAFOE symposia have been held every year in locations alternating between Germany and the United States.”

“GAFOE aims to bring together outstanding, early-career German and American engineers from industry, universities, and other research institutions to introduce their areas of engineering research and technical work, thereby facilitating an interdisciplinary transfer of knowledge and methodology that could eventually lead to collaborative networks of engineers from the two countries. The total number of participants, including organizers, speakers, and other participants, numbers approximately 60, with 30 engineers from each country.”

Dr. Otto’s paper reviews methods to understand and manage uncertainty in the technology development process. Tools are reviewed that quantify the level of uncertainty in a technology concept or subsystem during development. The benefits of such quality-of-information assessment tools are drastically improved communication and decision-making in a hierarchical organization.

Further, Dr. Otto will present new findings that go beyond effective assessment, communication and decision making with the available information to increase the quality and quantity of information available. Six Sigma programs in marketing and R&D are leading this wave of change. Making needed data available is the biggest change, with attended characterization of its uncertainty and risk. This includes technology development functions with methods to assess technical risks, adopt internal and external technologies, create flexible product architectures, develop engineering analyses to understand and predict performance, and deliver from the research laboratory to the business unit development engineers the information on scaling the design to meet various performance levels.

For more information on the NAE *German-American Frontiers of Engineering Symposium* visit www.nae.com.

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.

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