

PRESS RELEASE

For Immediate Release

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Contact:

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Email: imi@imiconf.comWeb Site: www.imiconf.com**Managing Product Development Process Required for Business Recovery**

Carrabassett Valley, Maine - Information Management Institute, Inc. (IMI) announces a new course, **Managing Product Development for Value™** which is an integrated system of lecture and case based teamwork that will help you learn how to choose a better mix of new product development projects to maximize their chance of success and to maximize their value. Visit www.imiconf.com for complete details.

According to Course Leader, George A. Gibson of Xerox Innovation Group, "More and more one hears bad business news; markets plummeting, people losing their jobs, companies in trouble. Some companies we have known as icons have lost their luster; many have scaled back the resources they have devoted to new product development. Some have ceased to exist. **History shows us however that these troubled economic times present a significant opportunity for innovation.** The best companies today recognize that in crisis there is opportunity and are looking for those key investments which will ensure their prosperity. Those of us involved in the creation and maturation of new technologies have a distinct opportunity. We are in position to help identify those opportunities and investment options. But how will we identify the right ones. In general new product success rates are alarmingly low. **At this critical time we need a framework that will give us an edge. That is the true core of this course.**"

Al Keene, IMI President continues, "this **Managing Product Development for Value™** course is designed primarily for research, product development, marketing and management professionals who are trying to increase the value that their firms derive from new product development efforts. The course will provide an integrated approach to product development that focuses the entire process around three fundamental questions:

- How will you identify and create customer value?
- How will you deliver that value to those customers?
- How will you extract some of that value for your firm?

Case study and team based exercises address corporate new product development environments and entrepreneurial opportunities as well as process and product improvements. This case based learning method will deepen your understanding of the techniques by providing an opportunity to use the techniques right away. Consolidating your learning in this manner also improves your ability to quickly begin applying the lessons when you return to your organization."

Gibson, the author of a forthcoming book **"Finding the Golden Eggs: An R&D Professional's Guide to Managing New Product Development Through Valuation,"** is a frequent lecturer and over the past year has presented a series of lectures on product development related topics at the PDMA/IIR Linkages Conference, PDMA/IIR Portfolio Management for Products and Services Conference and the American Society for Quality (ASQ) Reliability Division

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Gibson summarizes, "Brilliant and innovative technology that seems to hold enormous potential often quickly disappears because one or more of the other steps in the commercialization process are executed poorly. Of the roughly 10,000 new products that are likely to be introduced this year, a majority of them will not last a single year. If history is a guide, within 3 years approximately 80% will have failed. This **Managing Product Development for Value™** course develops your fundamental skills for the entire chain of steps required for successful innovation. **This full process focus will improve your ability to identify new product or service opportunities that will have the largest payoffs for your organization.**"

"IMI's **Managing Product Development for Value™** course will provide you the information you need to forge the link between success in technology and successful innovation and is one of the following six IMI's **Digital Printing Summer Camp 2009** courses. Each course has been prepared and is presented by acknowledged and experienced leaders in their fields. These timely courses provide the latest information and insights that simply are not available from any other source. There is simply no better information available," according to Keene.

Digital Printing Summer Camp 2009

Sugarloaf Mountain Hotel
Carrabassett Valley, Maine.

Ink Jet Academy: Theory of Ink Jet Technology – July 27-28, 2009

Digital Printing Markets – July 27-28, 2009

Ink Jet Ink Manufacturing – July 29-30, 2009

Surface Tension, Wetting & Capillarity – July 29-30, 2009

Color & Color Management – July 30-31, 2009

Managing Product Development for Value™ – July 30-31, 2009

Full course details, on-line registration and a downloadable brochure are available on IMI's web site www.imiconf.com

About Information Management Institute, Inc.

Information Management Institute, Inc. (IMI) sponsors conferences world-wide to assist the digital printing industry in understanding technology developments, markets and applications requirements. IMI conferences offer attendees a unique opportunity for leading hardware, consumables, software and user companies to network and develop a more comprehensive understanding of current as well as future developments in the digital printing industry. Since 1990, IMI has held over 400 programs and each year over 2,000 technical, marketing and management personnel from over 600 companies worldwide attend IMI's programs.

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