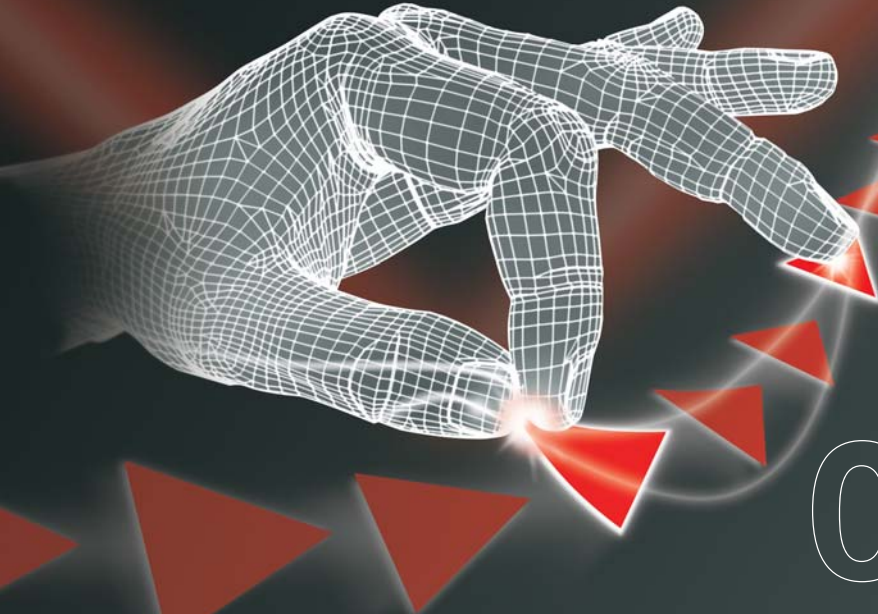


# AMERICAS VPD CONFERENCE



## INVITATION

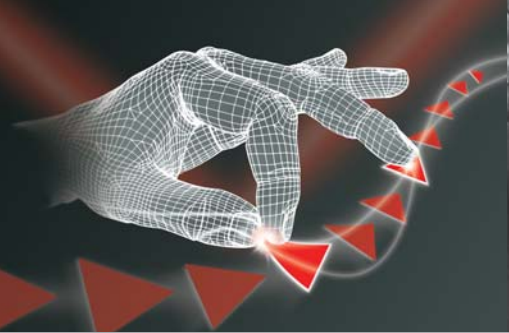
### VIRTUAL PRODUCT DEVELOPMENT CONFERENCE

Gaining Competitive Advantage  
through Engineering Productivity

October 11 – 12 | 2007

Detroit | Marriott at the Renaissance Center

07



Sponsors:



## WHY ATTEND?

# WHY ATTEND?

MSC Software's Virtual Product Development Conference brings together executives, managers, engineers, designers, and academics across various industries to explore how industry leaders are improving communication and collaboration processes across engineering disciplines, user communities, and organizational boundaries in order to accelerate product development by enhancing productivity.

### Why focus on communication and collaboration processes within the simulation environment?

Today's manufacturing landscape is intensely shaped by competition. Achieving or maintaining competitive advantage is typically reported as the #1 challenge facing engineering organizations. Success may include bringing products to market more quickly, at lower cost, or by gaining greater acceptance through enhanced product performance or new levels of innovation.

It has become increasingly clear that **competitive advantage** is inherently linked to **engineering productivity**, and those organizations whose development processes are characterized by **harmonized environments, intelligent processes, and collaboration** are typically at the forefront of market competitiveness.

Our 2007 Conference will address the technologies and processes of virtual product development (VPD), providing a consolidated review of the simulation environments available today, and a perspective of trends and developments over the next 12 months. Our aim is to celebrate the best in VPD process management, industrial applications, and design innovation from the MSC community.

MSC Software management and experts will be available to discuss your current and future product development requirements. They will provide insight into how your company can improve product performance and reliability through product simulation enhancements, testing and manufacturing.



## HIGHLIGHTS

# HIGHLIGHTS

### Industry Track

#### Presentations Include:

- Chrysler North America
- Dura Automotive Systems
- Eaton Corporation
- Embraer
- Energizer Battery
- Ford Motor Company
- General Dynamics Land Systems
- General Motors
- Kimberly-Clark Corporation
- L-3 Communications Integrated Systems
- Lockheed Martin
- Spirit AeroSystems

### Industry Track

Selected speakers representing aerospace, automotive, and a range of manufacturing industries share their applications and experiences in using simulation technology to drive product development, optimize product performance, and shorten the design-to-manufacture process.

#### Technology Track: The Path Forward – Simulation Solutions for the Enterprise

Dedicated Technology Tracks provide an in-depth review of both current and future solution developments in key simulation areas.

- CAD-enabled and design-friendly solutions to support creative innovation
- Multi-discipline core simulation to dramatically impact engineering productivity
- New environments for advanced simulation, including knowledge capture and re-use
- Enterprise environments to efficiently manage simulation processes and information

### University Track

This special track is designed to enable and encourage university faculty to present their experiences, insights and recommendations based on their innovative use of MSC products in their teaching activities at the undergraduate or graduate level. Students are also welcome.

#### Partner Solutions Expo

The Partner Solutions Expo provides direct communication with key strategic MSC partners, networking opportunities, and showcases the latest solutions available to further drive innovation, lower costs and decrease time-to-market.

#### Evening Networking

Relax, enjoy delicious fare, make new contacts and catch up with old ones during our evening networking events. At the end of the day, unwind in the hotel's beautiful surroundings by sharing experiences and insights with colleagues and industry leaders.

For additional conference and registration information visit <http://vpd2007.mscsoftware.com>

## KEYNOTES

Our executive management will present current and future views of MSC Software's company strategies and solution development plans. Learn from industry leading executives how you can support enterprise innovation by enhancing your company's enterprise simulation environment.

#### The 2007 keynote line-up includes:

Bill Weyand, Chairman and CEO,  
*MSC Software Corporation*

Glenn Wienkoop, President and COO,  
*MSC Software Corporation*

Dr. Reza Sadeghi, Sr. Vice President  
and CTO, *MSC Software Corporation*

Dr. David Cole, Chairman,  
*Center for Automotive Research*

Thomas Gielda, Director of Global  
Mechanical Structures & Systems,  
*Whirlpool*

MSC Software®

# KEYNOTES



# INVITATION

## VIRTUAL PRODUCT DEVELOPMENT CONFERENCE

Gaining Competitive Advantage through Engineering Productivity

October 11 – 12, 2007 | Detroit | Marriott at the Renaissance Center



### REGISTRATION & HOTEL

Register today online at:

<http://vpd2007.mscsoftware.com>

Attend this valuable event for only \$495 per person or contact an MSC representative for group and government/education discounts. Early bird registration of \$350 expires on August 31, 2007. Conference registration includes access to full conference proceedings and the following features:

- Keynote addresses
- Industry, Technology and University tracks
- Partner Solutions Expo
- Evening and Networking activities
- Breakfast and Lunch

MSC Software's 2007 Virtual Product Development Conference will be held at the magnificent

**Marriott® at the Renaissance Center  
Detroit, Michigan  
Phone: 1-313-568-8000**

This hotel is located in the General Motors' Renaissance Center, a downtown complex that houses businesses, restaurants, bars, retail shops and a five-story atrium with river views. The hotel lobby is on the third level, with 70 floors rising above it. Across the street and accessible by sky walk is the Millender Center, which also has retail shops and various businesses.



Register now to take advantage of the convenient location and special discounted conference room rates of \$169 per night plus taxes and hotel fees. This discounted room rate will expire on September 17, 2007.

# REGISTRATION & HOTEL

## AGENDA AGENDA\*

**WEDNESDAY**  
October 10, 2007

6:00 PM to 10:00 PM **Registration, Welcome Reception & Partner Solutions Expo**

**THURSDAY**  
October 11, 2007

7:00 AM to 8:00 AM	<b>Registration &amp; Breakfast</b>	8:00 AM to 10:00 AM	<b>Keynote Speakers</b>	10:00 AM to 10:15 AM	<b>Break</b>
		10:15 AM to 12:00 PM	<b>Keynote Speakers</b>	12:00 PM to 1:00 PM	<b>Lunch</b>
	<b>Industry Track</b>			<b>University / Education Track</b>	
1:00 PM to 3:00 PM	Structural Simulation	Motion & Control	Multi-Discipline	Engineering School Curricula	
3:00 PM to 3:15 PM	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	
3:15 PM to 5:00 PM	Crash	Thermal	Simulation Process Management	Engineering School Curricula – continues	
5:30 PM to 10:00 PM	<b>Casino Night Dinner</b>				

**FRIDAY**  
October 12, 2007

7:00 AM to 8:00 AM	<b>Breakfast</b>	8:00 AM to 10:00 AM	<b>Partner &amp; MSC Keynotes</b>	10:00 AM to 10:15 AM	<b>Break</b>
	<b>Technology Track</b>			<b>Channel / SimOffice Track</b>	
10:15 AM to 11:15 AM	Path Forward from point products to SimXpert	Productivity through Enterprise Simulation Management	Path Forward from Engineering Tools to MD Solutions	SimOffice: Meeting the CAE Challenge	
11:15 AM to 12:15 PM	Path Forward from point products to SimXpert – continues	Productivity through Enterprise Simulation Management – continues	Path Forward from Engineering Tools to MD Solutions – continues	SimOffice: Real World	
12:15 PM to 1:30 PM	<b>Lunch Keynote &amp; Closing Session</b>				

\*Conference agenda is subject to change. For latest conference agenda updates, visit <http://vpd2007.mscsoftware.com>