

Programme

Tuesday 20th October

08:00	Conference registration. Tea / coffee & exhibition	
09:00	Welcome to Practical Product Lines 2009 René Krikhaar - <i>VU Amsterdam / Quality Catch</i>	
09:15	Keynote: Software product lines: what got us here, won't get us there Jan Bosch - <i>Intuit</i>	
10:30	Tea / coffee & exhibition	
11:00	Case study: A high volume software product line Peter Bell - <i>SystemsForge</i>	Workshop: Mapping product line value streams Marc Evers, Willem van den Ende - <i>QWAN</i>
11:45	Experience report: The MoSiS project: industrial experiences on using DSLs in embedded software product lines Erik Carlson - <i>ABB</i> Juha-Pekka Tolvanen - <i>MetaCase</i>	
12:30	Lunch & exhibition	
13:45	Keynote: Software product lines in practice - a Fraunhofer experience report Dieter Rombach - <i>Fraunhofer IESE</i>	
14:45	Tea / coffee & exhibition	
15:15	Tutorial: The challenges of implementing lifecycle management for product lines Danilo Beuche - <i>pure-systems</i>	Experience report: Configuration and change management in product lines René Krikhaar - <i>VU Amsterdam / Quality Catch</i> John D. McGregor - <i>Luminary Software / Software Engineering Institute / Clemson University</i> Pascal van Kempen - <i>Topic Embedded Systems</i>
16:30	Tutorial: Productivity as a management tool Peter Mazereeuw - <i>Archyon IT</i>	
17:30	Canal boat trip & conference dinner	

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08:30	Conference registration. Tea / coffee & exhibition	
09:00	Keynote: Platform diversity and innovation in electron microscopes Dirk-Jan Swagerman - <i>FEI</i>	
10:15	Experience report: Successfully introducing and evolving an embedded systems product line Isabel John - <i>Fraunhofer IESE</i>	
11:00	Tea / coffee & exhibition	
11:30	Case study: Turning a 'blob' into a reference architecture for multiple product lines Ton van Buren, Wim Couwenberg - <i>Océ Technologies</i>	
12:15	Lunch & exhibition	
13:30	Keynote: Language workbenches and software product lines Markus Völter - <i>Independent/itemis</i>	
14:45	Tea / coffee & exhibition	
15:15	Panel: Product lines - exploding the myths Angelo Hulshout - <i>Delphino Consultancy</i>	
16:15	Practical Product Lines 2009 close down and thanks Mark Dalgarno - <i>Software Acumen</i>	