

## Press Release

### Product Lines Conference attracts heavyweight software talent

The keynote speakers for October's Practical Product Lines 2009 conference in Amsterdam have been announced as Jan Bosch (Intuit), Markus Völter (independent / itemis), Dirk-Jan Schwagerman (FEI) and Dieter Rombach (Fraunhofer).

Jan Bosch is a well-known product line speaker, practitioner and researcher with a long history working on software product lines and strategic software reuse with organisations such as Intuit, Nokia Research, Philips and others. Jan is the author of the book *"Design and Use of Software Architectures: Adopting and Evolving a Product Line Approach"* and has published on, advised and implemented specific techniques and methods around, among others, software architecture, software variability management, the link to business strategy, organizational models, assessment frameworks, adoption frameworks and quality attributes.

Markus Völter is an independent consultant and coach for software technology and engineering for itemis Stuttgart. He focuses on software architecture, model-driven software development and domain specific languages as well as on product line engineering. Markus is (co-) author of many magazine articles, patterns and books on middleware and model-driven software development and is founder of the popular *Software Engineering Radio* podcast.

Dirk-Jan Schwagerman is director R&D at FEI Company resided in the Netherlands. FEI Company, founded in 1971, is a supplier of electron microscopy tools to researchers, developers and manufacturers working on the nanoscale. Customers use FEI products in a broad range of applications, resulting in a diversity of FEI products. The way FEI manage this diversity in development is presented and discussed at the PPL.

Prof. Dr. Dieter Rombach is a professor Computer Science at the Technical University in Kaiserslautern, Germany. He is a member of the overall Fraunhofer organization and chairing the ICT group of Fraunhofer (13 institutes). Fraunhofer IESE helps organizations to develop software systems that are reliable in every aspect, and provide empirical proof of the necessary processes, methods, and techniques. Software Product Lines is one of the topics for Fraunhofer IESE to help organizations. In his talk at PPL 2009, Dr. Dieter Rombach will share his Software Product Lines experience in many different organizations.

Practical Product Lines 2009 is a new event for the System and Software Product Lines communities. The event has a strong practical focus with an emphasis on sharing successful practices in these areas. Please visit <http://www.practicalproductlines.org/ppl2009/> for more information. PPL takes place on 20 & 21 October at the NH Grand Hotel Krasnapolsky in Amsterdam, The Netherlands.

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*Practical Product Lines 2009 is organised by:*