



## ***Press Release***

### **Practical Product Lines conference draws strong industry participation**

October's Practical Product Lines 2009 conference has captured the imagination of the systems and software product lines communities. A public call for speakers attracted high interest from practitioners throughout Europe and has enabled the organizers to develop a conference programme showcasing a wide range of product line experiences and activities.

The focus of the event is on sharing practical experiences of system and software product lines and networking with other practitioners. To this end the programme includes several new product line case studies from organizations such as ABB, Fraunhofer IESE, Océ Technologies and SystemsForge. Participants will be able to discuss the key success factors in each of these case studies directly with the people who made them happen.

In other sessions participants will also be able to learn about a range of topics across the life cycle including product line value stream mapping, productivity in product lines, model-driven software development and product lines and configuration and change management in product lines.

Keynote talks from recognized industry experts such as Jan Bosch (Intuit) and Markus Völter (independent / Itemis) and a panel 'Exploding product line myths' complete the programme.

Practical Product Lines 2009 is a new event for the system and software product lines communities. The event is supported by OMG and SPIDER and sponsored by pure-systems GmbH.

PPL takes place on 20 & 21 October at the NH Grand Hotel Krasnapolsky in Amsterdam, The Netherlands.

Please visit [www.practicalproductlines.org/ppl2009](http://www.practicalproductlines.org/ppl2009) for more information.

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*Practical Product Lines 2009 is organized by:*

