

Venue Facilities

Located 21km north-west of London, 25km from Heathrow Airport, the Building Research Establishment is the UK centre for building and construction research. On receipt of booking form, all delegates will be sent details of local hotels and how to get to BRE. Coaches will be provided to transport delegates between BRE and nearest mainline rail station (Watford Junction, which is easily accessible from Heathrow Airport), and also between BRE, hotels and the social event. A communications room will be available for delegates to use, for Emails, faxes, and phone calls. All BRE facilities cater for the requirements of disabled delegates. Lunches include vegetarian options.

PDT Days 1998 Organisation

Continuing the work of
PDTAG-AM
Product Data Technology
Advisory Group
ESPRIT 9049

To further the work of PDTAG, the Programme Committee for PDT Days 1998 includes many active members of the former PDTAG-AM project, which was led by Prof. Horst Nowacki (TU Berlin), and to whom an unqualified acknowledgement is readily given.

PDT Days 1998 Sponsored by and co-organised with:

- European Commission, *DGIII (Industry)*, Brussels
- Building Research Establishment, (*BRE*), Watford
- DTI, (*EAM Directorate*), London
- EPSRC, (*Engineering for Manufacturing Programme*), Swindon

Programme Committee:

- | | | | |
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| ▪ Jon Owen | <i>University of Newcastle upon Tyne, UK</i> | ▪ Robert Amor | <i>BRE, UK</i> |
| | | ▪ Vince Osgood | <i>EPSRC, UK</i> |

Conference Manager:

- Bill Mesley *Quality Marketing Services, UK*
(Organisers of PDT Days 1996 and co-organisers of PDT Days 1997)



European Conference Product Data Technology Days 1998

25th – 26th March 1998
Building Research Establishment
Garston, Watford, UK

The 1998 European Event for
Managers, Developers,
and Users of Product Data Technology,
and STEP (ISO 10303)

PROGRAMME and BOOKING FORM

The Time is Now...

Continuing the work of
PDTAG-AM
Product Data Technology
Advisory Group
ESPRIT 9049

DTI logo

EPSRC logo

BRE
logo

Co-organised with the European Commission, DG III (Industry)

Product Data Technology

European Product Data Technology Days is an annual event, previously organised by PDTAG. Now the PDTAG project has concluded, the continuity of this highly successful event is being maintained by QMS, organisers of PDT Days 1996 and 1997. PDT Days will continue to provide an opportunity for the business, industrial, and scientific communities to report, monitor, and discuss the increasingly rapid progress made in PDT methodologies and its industrial/ commercial applications.

Following the success of the PDTAG project as a whole, PDT Days 1998 provides a unique platform to launch PDT developments into the marketplace which show tangible business benefits, and invites developers and users to progress PDTAG's "Visions 2000" theme into reality.

Product Data Technology includes all aspects of the defining and processing of information pertinent to a product throughout its development and operational life. PDT thus includes the entire product information required from early conception to eventual disposal of the product. PDT provides a unified perspective for all elements in this domain and offers a sound strategy for integrating and re-engineering the business processes related to the product through its entire life-cycle. Effective application of PDT means reduced costs and faster times to market, and **the time to make the most of the opportunities from PDT implementation, is now....**

PDT is strongly supported by the international product data definition standard 'STEP' - ISO 10303, but it is by no means limited to the scope of STEP. The need for a concerted use of several existing standards and technologies (e.g. EXPRESS, HTML, etc) is recognised in the business community and is an important theme for the Conference, along with new initiatives such as AI, IIM, etc.

The rôle of PDTAG

PDTAG - the **Product Technology Advisory Group** was an 'Accompanying Measure' ESPRIT Project (9049), whose goals included the promotion of European co-operation on Product Data Technology, especially in standardisation, the improvement of the European PDT infrastructure, and dissemination of information. PDTAG was a three year project which ended in July 1997. A proposal is in course of preparation to continue this work with a second PDTAG project, which, like the original, will consist of a working team in several work packages who will take responsibility for organising conferences, workshops, tutorials, and other PDT co-ordination and communication actions. PDT Days 1998 provides the continuity link between these activities.

PDT Days Exhibition and PISTEP Showcase

The exhibition at PDT Days 1998 will combine with the UK PISTEP Technology Showcase event, and will include live demonstrations of many of the projects presented during the conference sessions, and practical 'hands-on' experience of the latest STEP software developments. If your organisation would like to participate in the exhibition, or if you require more information about sponsorship opportunities at PDT Days 1998, please contact the Organisers, QMS, on +44 1252 878482, or tick the appropriate box on the booking form, or Email: billm@qmsstep.demon.co.uk

Conference Objectives

The overall aim of the PDT Days events is to raise awareness within industrial and commercial enterprises, of the business advantages that can be achieved by adopting and using modern PDT methods, and to share experiences on how measurable benefits can be realised. This topic is of particular relevance at a time when many companies are about to enter into a new generation of PDT methodology, and realise the business opportunities achievable by implementation of the latest product data technologies. The 1998 conference will recognise the theme that **The time to seize the opportunities from PDT implementation, is now...**

Who should attend?

The 1998 PDT Conference is for **Managers, Developers, Project Engineers, and Electronic Data Technologists who are involved in implementing and introducing technologies such as Concurrent Engineering, STEP, BPR, EDI, Data Warehousing, 'Virtual Enterprises', and other 'product data-dependent' business innovations.**

PDT Days 1998 is expected to attract more than 150 delegates from the major engineering business sectors of Process Engineering, Aerospace, Building and Construction, Automotive, Ship Building, Power Generation, Petrochemical, and Manufacturing.

Attendance Costs and Payment

Cost of attendance at this two day event is **£480***. This delegate fee includes all refreshments and lunches on both days, a delegate case with copy of Proceedings and copy of PDTAG video, and free access to the PDT Days/PISTEP exhibition. To register, use booking form attached ✱

- ✱ **A discount of £100 is offered for all bookings received before 31 January 1998*, and**
- ✱ **For all bookings received from bona fide academic institutions*.**
(*Fees for all UK based delegates are subject to VAT @ 17½%)

To reserve your place at PDT Days 1998 please complete the attached form and return to the organisers, QMS, as soon as possible. Payment may be made by cheque or credit card, or by QMS invoice. Please complete attached booking form, indicating payment method, and return to QMS. EC registrations received from non-UK delegates **must** include VAT registration number.

Bookings will be acknowledged by VAT invoice, together with venue location details, and hotel and travel options.

For more information

**Call the organisers:
Quality Marketing Services,
Telephone: +44 1252 878482
Contact name: Bill Mesley
Email: billm@qmsstep.demon.co.uk**



or see: www.cadlab.tu-berlin.de/~PDTAG