



Online Registration

Please register on or before
23 October 2015, Friday



Model-Based Systems Engineering for Enabling Smarter Product Development

Speaker:	Dr Bruce Douglass , Chief Evangelist for IBM
Date:	23 October 2015 (Friday)
Time:	2:30 pm – 4:30 pm
Venue:	Conference Hall 1-2, G/F, Core Building 1, Phase 1, Hong Kong Science Park, Shatin, Hong Kong
Language:	English
Online Registration	http://www.astri.org/registration-form/?pid=7375

Speaker's Biography



Dr Bruce Douglass is the Chief Evangelist for IBM with over 35 years specializing in the development of real-time and embedded systems and software. He has written more than a hundred magazine articles and an author of many technical publications. Bruce is recognized as one of the contributors to the UML/SysML standards, and a renowned expert in the use of model-driven development. He has been invited to speak at many technical conferences and actively helping customers develop highly capable systems in various industries (A&D, telecommunications, energy and utilities, automotive and electronic devices).

Abstract

Smarter products, enabled by Cyber-Physical Systems (CPS) and facilitated by Internet of Things (IoT), are more complex than ever, and are driving a commensurate increase in product development complexity. To help understand and manage the cross-discipline design interdependencies, Model Based Systems Engineering (MBSE) approach provides a holistic view of product development, allowing manufacturers to connect engineering teams to deliver products with high quality and productivity that are optimized for their business.

- ALL ARE WELCOME -

