# cEDM Workshop 30
# Smart New Product Introduction

**7 November 2018**
Kortrijk Xpo
Doorniksesteenweg 216, Kortrijk, Belgium

**Abstract**

Smart products that build-up the Internet of Things are often highly innovative and mandate a short time-to-market. A traditional product development approach applying experience based (conservative) design rules and extensive qualification tests is obsolete. A high level of predictive power regarding manufacturability, supply chain readiness, quality and reliability, cost, etc. is demanded from *an agile New Product Introduction methodology for Smart Products*. *Geert Willems*, imec, will present the basic elements of a Predictive NPI approach as well as its practical implementation.

Short time-to-market for new product and rapid scale-up of production, keeping product cost low and quality high, are especially *challenging for a startup company*. To accomplish this allóra Factory works intensively together with imec's, Center of Electronics Design & Manufacturing (cEDM) from imec. *Tom De Ryck* will present allóra Factory's NPI process and how they leverage the cEDM offering.

To transform a Smart Product idea into a prototype and industrial product rapidly one needs to know the *manufacturing capabilities*. Involving manufacturing knowledge and experience is imperative. Eurocircuits, a local prototype *Printed Circuit Board supplier*, introduced the philosophy of "The Optimum Design Flow" and offers its online "Smart Menus", "DRC-" and "DFM functionality" for this purpose. *Dirk Stans* will explain how these tools facilitate the rapid, low cost production of prototypes "Right First Time" within budget and on time.

From the perspective of an *internationally operating OEM company, Lena Eeckhout*, Barco, will elaborate further on the challenges of matching electronic product design to the capabilities of multiple manufacturing suppliers. She will explain on how the concept of the "*Printed Board Assembly (PBA) passport*" opens the doors to an international supply chain.

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**Date :**

November 7, 2018 – 14:00 -16:00

**Location:**

Prototyping 2018, Kortrijk Xpo, Meeting Centre.

Doorniksesteenweg 216, 8500 Kortrijk, Belgium

**Agenda:**

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|---|---|
| 13:30 | Welcome |
| 14:00 | Predictive New Product Introduction for Smart Products<br>Geert Willems, imec |
| 14:30 | New Product Introduction Process in a Startup Company<br>Tom De Ryck, allóra Factory, |
| 15:00 | Think before you act, leads to "right first time"<br>Dirk Stans, Eurocircuits |
| 15:30 | World Wide NPI: the PBA Passport opens the manufacturing doors<br>Lena Eeckhout, Barco |
| 16:00 | Visit Prototyping 2018 Exhibition |

**Practical information**

cEDM workshop participation:

- Registration to the exhibition "Prototyping 2018" is required and free.
- Participation fee for the workshop : €150
- Participation is free of charge for cEDM members & cEDM partners
- The number of attendees is limited, first come, first serve.
- Registration via e-mail: academy@imec.be
- Imec is a licensed service provider for training according to "kmo-portefeuille" : license number DV.O108298.

**Center for Electronics Design & Manufacturing**

Interested in member- or partnership of cEDM, or need for more information : please contact: Geert Willems, geert.willems@imec.be : +32 498 91 94 64

More cEDM info: www.cedm.be

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