



You are cordially invited to attend the free presentation below:

Presentation by Product Ventures
Tuesday, April 1, 2008
5:30 – 7:00pm
Room N241
Christian Brothers University
650 East Parkway South, Memphis TN 38104

(free refreshments will be provided)

Product Venture company information:

Product Ventures was founded in 1994 to create the ultimate strategic creative agency for the research, design and development of manufactured goods. Product Ventures helps companies develop solutions to grow their business by creating product and packaging innovation that improves people's lives. Consistent success in the marketplace has earned us lasting relationships with the world's leading corporations and their most iconic brands. As multidisciplinary experts in strategy, insights, design and development, we turn business goals into manufacturing reality. By revealing consumers' needs, creating innovative solutions, and overcoming production challenges, we deliver results.

Strategy & Insights

Partnering with our clients' interdisciplinary teams, we establish the optimal path to innovation. The goal is to target the sweet spot between what consumers want and can afford and what businesses can produce for a profit. Our process integrates consumer, business, cultural and technology insights. We uncover marketplace needs and manufacturing opportunities, enabling our clients to implement enduring innovation that is meaningful to consumers.

Design & Development

Leveraging our creativity and manufacturing know-how, we build a positive user experience through value-added functionality and aesthetics. Ergonomics, brand communication and differentiation are the focus of our creative process. Our engineering professionals, in conjunction with our 3D CAD and prototyping expertise, enable us to uphold design objectives while satisfying the needs for efficient manufacturing and distribution. Working hand in hand with our clients and their suppliers, we seek to optimize designs as they are developed for high-speed production. Our on-site, state-of-the-art fabrication tools enable instantaneous prototype creation to fuel consumer learning and validate design direction. We bring ideas to life by expertly sculpting ergonomic, aesthetically pleasing, and manufacturable forms.

www.productventures.com

Please RSVP by emailing your name and company to Russell Darley at russell.darley@smithnephew.com by Monday, March 31.

CAMPUS MAP



Christian Brothers University
650 East Parkway South
Memphis, TN 38104

Directions to Campus

From MEMPHIS INTERNATIONAL AIRPORT

Leaving the airport lot, follow signs to I-240. Take I-240 North and proceed to "Exit 30 Union Ave" and exit going east on Union. Continue east on Union for 2.4 miles and exit right on East Parkway. Christian Brothers University is located at the corner of East Parkway South and Central Avenue.

From WEST on Interstate 40 (Little Rock, Tulsa, Dallas)

Take I-40 East across bridge. Exit at ramp reading 240 South / Madison Avenue to Jackson MS. Take the Madison Avenue exit. Turn left on Madison Avenue and go east 2.4 miles until Madison ends at East Parkway. Turn right on East Parkway and proceed about one-half mile. Christian Brothers University is located at the corner of East Parkway South and Central Avenue.

From EAST on Interstate 40 (Nashville, Atlanta, Louisville)

Interstate 40 becomes Sam Cooper Blvd. for local traffic at the I-240 junction. Continue on Sam Cooper Blvd. until it ends at East Parkway and turn left (south). Continue approximately 1.5 miles. Christian Brothers University is located at the corner of East Parkway South and Central Avenue.

From NORTH on Interstate 55 (St. Louis, Chicago, Kansas City)

I-55 merges with I-40 E in West Memphis. Follow the 40 E signs which will take you across the bridge to Memphis. Exit at ramp reading "I-40 East/240 South Madison Ave to Jackson MS." Take the Madison Avenue exit. Turn left on Madison Avenue and go east 2.4 miles until Madison ends at East Parkway. Turn right on East Parkway and proceed about one-half mile. Christian Brothers University is located at the corner of East Parkway South and Central Avenue.

From SOUTH on Interstate 55 (New Orleans, Mobile, Jackson)

Interstate 55 intersects with I-240 in Memphis. Take I-240 and proceed for 4 miles. Take Exit 30 Union Avenue and exit going east on Union. Continue east on Union for 2.4 miles and exit right on East Parkway (Highway 177). Christian Brothers University is located at the corner of East Parkway South and Central.

From SOUTHEAST on Highway 72 (Huntsville)

Take 72 West to Memphis. Highway 72 becomes Poplar Avenue. Continue on Poplar to East Parkway. Turn left on East Parkway. Christian Brothers University is located on the left at the corner of Central Avenue and East Parkway South.

From SOUTHEAST on Highway 78 (Tupelo, Birmingham, Atlanta)

Take 78 West to Memphis. Highway 78 becomes Lamar Avenue. Continue on Lamar to Airways Blvd. Turn right on Airways, which becomes East Parkway. Christian Brothers University is located on the right at the corner of Central Avenue and East Parkway South.