

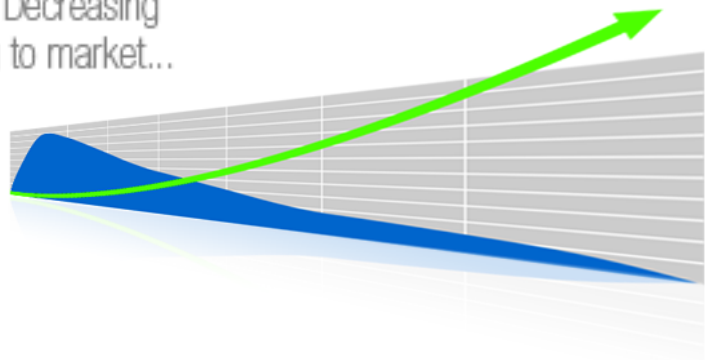
# Bean & Van Tyne

## Please join us for a special half-day seminar for technology development leaders

Increase top line growth and customer loyalty, while Decreasing  
the guesswork and costs of development and going to market...

### Market Aligned User Experience®

October 8, 2008 Del Mar / San Diego, CA



**Date:** Wednesday, October 8, 2008

**Time:** 7:30 a.m – 8:00 am: Continental breakfast, registration and Networking;  
800am – 12:00pm: program;

**Place:** Doubletree Hotel, Del Mar, 11915 El Camino Real, San Diego, CA 92130

**Cost:** Pre-registration: \$149.00 (by 12:00pm, 10/3), At the door: \$179

**Register:** [www.BeanVanTyne.com](http://www.BeanVanTyne.com)

**In demanding economic situations**, where technology customers and end-users take basic performance for granted, and value is based on appearance, convenience and return on investment, companies need to reduce the guesswork, cycle times, and costs associated with development and marketing, while they increase customer satisfaction, loyalty and top line growth.

Whether your solution offer is enterprise software, consumer software, hardware or special devices, **Market Aligned User Experience improves customer experiences with your products and services.**

Speakers [Jeofrey Bean](#) and [Sean Van Tyne](#) bring over 30 years of combined experience in Technology Marketing Strategy and User Experience design to this dynamic session.

#### **Attendees will learn how Market Aligned User Experience:**

- Decreases development cost and time by reducing guess work
- Decreases time to market and time to revenue
- Uncovers new market and application opportunities for your solution
- Improves technology user engagement and loyalty
- Aligns your solution with business objectives and high willingness to pay

#### **Attributes of businesses using Market Aligned User Experience include:**

- Sustained and steady top-line growth
- Increased customer loyalty and retention
- Profit growth
- Positive differentiation

[BeanVantyne.com](http://BeanVantyne.com)