

## Highlights from the annual Altshuller TRIZ Conference



*"It is an astonishing fact that there are laws of nature, rules that summarize conveniently--not just qualitatively, but quantitatively--how the world works"--Carl Sagan, Astronomer (1934-1996)*

The annual Altshuller TRIZ conference, held at Kent State University in Kent, OH, had record attendance. We presented our work in the air traffic control display area as well as a post-conference workshop on integration of TRIZ with other creativity tools. What was most amazing was to hear presentations from such prestigious organizations such as Siemens and Intel about their massive training programs in TRIZ. They recognize the unique and important value of this approach to problem solving and innovation. This follows on the heels of previous organizational commitments at Dow Chemical, Motorola, and GE.

Other specific presentations of interest:

1. Intel presented their work on the use of TRIZ and various parts of its tool kit to solve problems in the areas of flip chip packages (epoxy leakage), test handling, industrial engineering cases, and pick and place.
2. Use of TRIZ in the Fuzzy Front End and VOC, software design, flat plate solar collectors, automotive steering systems, traffic light design, electro-hydraulic steering systems, safety key lock detection systems, crankcase drilling and tapping, uses in CAD, highway system design examples, identity security in software, and water purification. We are often asked for examples of where TRIZ has actually been used and this year's conference provided more real case studies than any previous conference. Proceedings are available through the Altshuller web site at [www.aitriz.org](http://www.aitriz.org). If these applications trigger some thoughts and parallel problems, let us know and we'd be glad to discuss.
3. TRIZ applications in chemical engineering in France, with nice references to our 40 Principles examples for chemical engineering as well as our 3 part series in Chemical Engineering a while back.
4. Linkage of TRIZ with the SCAMPER brainstorming technique (frequently part of our training, FYI)
5. Updated presentations on some of the simplified TRIZ versions such as ASIT, SIT, and IWINT's model of how to use TRIZ.

Proceedings from the conference are available for purchase from the Altshuller Institute at [www.aitriz.org](http://www.aitriz.org). This web site also has a complete collection of TRIZ books and our 12 part series on the use of TRIZ in management and organizational problem solving:

[www.aitriz.org/ai/index.php?page=SoftSide/softside](http://www.aitriz.org/ai/index.php?page=SoftSide/softside)

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TRIZ is finding more and more applications in a huge variety of applications, cultures, and organizations. If you haven't started your learning journey, ask yourself, why not?

### **Upcoming conference and training presentations:**

Short TRIZ workshops at the Atlanta Creativity Exchange  
Kennesaw State University Kennesaw, GA May 16-17

"How to Resolve Innovation Contradictions"

"Patterns of Invention: Learning from Others"

<https://www.kennesaw.edu/coned/2008aceconf.html>

3 Day Intensive Introduction to TRIZ

American Society of Mechanical Engineers and the American Institute of Chemical Engineers May 19-21 Chicago, IL

<http://calendar.asme.org/EventDetail.cfm?EventID=5323>

We have attendees from Caterpillar, Becton Dickinson, AGM Container Controls, MSP, Mission Assurance Engineering, and others. Plan to join us!

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