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## **PDXpert PLM from Active Sensing Selected Editor's Pick of the Week by *Desktop Engineering* Magazine**

*Affordable product lifecycle solution for growing manufacturers selected by Editor at Large.*

**DUBLIN, NEW HAMPSHIRE, USA** — *Desktop Engineering* magazine ([deskeng.com](http://deskeng.com)) today announced that Active Sensing, Inc.'s (ASI; Castle Rock, CO) PDXpert PLM (product lifecycle management) solution for growing companies manufacturing control electronics, consumer electronics, industrial machinery, and automotive OEM parts has been chosen as the Editor's Pick of the Week for September 30, 2009.

"The cost and complexity of a PLM implementation has left many small manufacturers willing to accept (grudgingly) the inefficiencies and costs of ad hoc product data control processes," says Anthony J. Lockwood, editor at large for *Desktop Engineering*. "PDXpert is PLM scaled in terms of both cost and complexity for the small manufacturer. PDXpert has the most-wanted PLM functionality needed by small enterprises and it's affordable."

"Your data is your most valuable asset. It deserves better than ad hoc control processes," notes Lockwood. "PDXpert gets you into PLM without busting the bank or compromising on the vital functionality that you need to get control over your data and processes."

To read the complete *Editor's Pick of the Week*, go to "[PLM System for Growing, Innovative Companies.](#)"

*Desktop Engineering* magazine, which is published monthly by Level 5 Communications, is an industry-leading media brand covering hardware and software engineering solutions for the manufacturing, medical, automotive, aerospace, consumer electronics, process, and other industries. Its readership of 63,000 is 100-percent involved in upfront design processes. *Desktop Engineering's* website, [deskeng.com](http://deskeng.com), is a valuable resource updated regularly with breaking news from the global engineering, design, and manufacturing industries.

"*Desktop Engineering* covers MCAD, simulation and analysis, reverse engineering, and rapid technologies for design engineers and engineering management," said Steve Robbins, executive editor. "We focus on computer technologies that enable 3D modeling and simulation."

"Each issue of DE offers news updates, hardware and software reviews, articles, and in-depth coverage of rapidly evolving industries," Robbins added. "DE delivers information that increases ROI and helps shorten time to market. Whether engineers are working on the latest aerospace project or an industrial designer is creating a new cell phone, DE provides solutions to their day-to-day challenges."

For more information about daily news updates, monthly updates from the magazine, and advertising opportunities, contact:

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