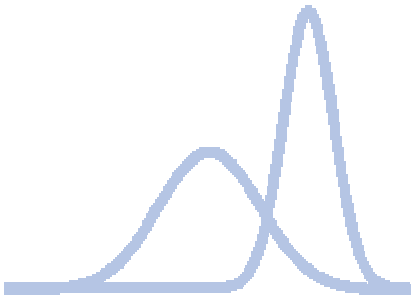


MINI-SYMPOSIUM: 8:30 a.m., Wednesday, July 23, 2008

Equivalence Testing

Following a presentation on equivalence testing by Dr. Daniel M. Ennis, a panel of invited reviewers will provide critical feedback.



Daniel M. Ennis, Ph.D., DSc

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Dr. Daniel M. Ennis is the President of The Institute for Perception. Danny has more than 25 years of experience working on product testing theory and applications for consumer products. He has doctorates in both Food Science and Mathematical Psychology and has published extensively on mathematical models for sensory discrimination, preferential choice, identification, similarity, and multidimensional scaling. Danny has also published molecular models for taste and smell with applications to sweet taste. For published papers and technical reports, visit www.ifpress.com. Danny consults widely with US and international consumer products companies.

Invited Reviewers:

Per Bruun Brockhoff, Ph.D., Professor of Statistics, Technical University of Denmark
Michael Meyners, Ph.D., Statistician, Nestlé Research Center, Switzerland
Harry T. Lawless, Ph.D., Professor of Food Science, Cornell University, USA

For more information on the conference, please visit

<http://www.compusense.com/sensometrics2008/>