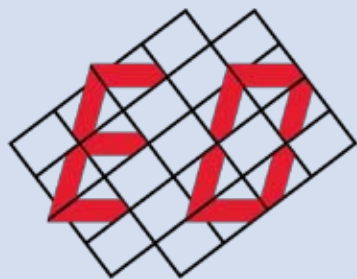


Messezentrum Nürnberg · March 2–3, 2011



# electronic displays 2011 Conference

## Europe's largest Conference on Electronic Displays and their Applications

The electronic displays 2011 Conference program has been compiled by the experienced conference committee:

Chairman:

Prof. Dr. Karlheinz Blankenbach, Pforzheim University

Prof. Dr. Peter M. Knoll, Karlsruhe Institute of Technology – KIT

Armin Scheuerer, Data Modul, Munich

Hannelore Köhl, Robert Bosch, Leonberg

Dr. Jürgen Wahl, Optrex Europe

Organized by:

**DESIGN &  
ELEKTRONIK**  
KNOW-HOW FÜR ENTWICKLER

- Who should attend? Everybody professionally involved in display systems from engineers to managers
- What will you learn? Latest information about electronic display technologies, software and systems
- Who will you meet? Colleagues and experts from both industry and R&D
- Why should you attend? Stay ahead in displays and applications, discuss your topics with experts
- Sessions on new approaches for industrial and automotive solutions
- New focus on touch screens, 3D displays and e-paper
- Keynotes on OLEDs and LCDs

Wednesday, March 2, 2011

09:55 OPENING of electronic displays Conference 2011

Prof. Dr. Karlheinz Blankenbach

10:00 Markets, Systems & Touch

Public Display market in Europe

Economics of European display industry 2006–10/11

**Keynote: Highly Efficient Organic LED**

Display optimization for compensation of the technology limits

Interaction with a perfect user experience

Considering Touch Panel Technologies for industrial applications

12:00–13:20

Author Interviews & Lunch (20 min + 60 min)

Martin Wallman, Meko  
Ian Hendy, Hendy Consulting  
Prof. Dr. Karl Leo, TU Dresden  
Dr. Natalia Loukianova, Chimei-Innolux  
Andreas Kopietz, Elektrosil  
Martin Bischoff, Hitachi

13:20 E-Paper Displays

E-paper Technology Trend

Dr. Feng-Yuan Gan, AU Optronics

EPD's conquer the non e-book based market

Manfred Wittmeir, Epson Europe Electronics

"No Power" ePaper Display Technology

Dr. Jürgen Rawert, adt

LCD 2.0: Changing the Way We Look at Displays

Kurt Petersdorff, Liguavista

14:40–15:20

Author Interviews & Coffee (20 min + 20 min)

13:20 Display Interfaces & Software

APIX 2 – The next Generation Display Link

Thomas Rothhaupt, INOVA Semiconductors

"Plug-n-Go, Content Protected Blu-ray in the Car"

Albert Fischer, National Semiconductor

Android's next challenge: Real 3D Graphics

Ville-Veikko Helppi, Rightware

Avoiding the "Another Android Device" Dilemma

Phil Burr, Mentor Graphics

15:20 Outdoor & E-Paper Displays

Highbrighted all-weather Display in a museum

Gert H. von Steinaecker, Christoph Böhle, ABLE Design

Invisible Display Overlays?

Dr. Franz Scheinder, EuropTec

Battery-less ePaper using MSP430 and TI's RFID technology

Jürgen Mayer, Texas Instruments

Printed Electrochromic Display Technology

Dr. Gotthard Rieger, Siemens

15:20 FPGAs for Displays

Using FPGAs in embedded display applications

Ted Marena, Lattice Semiconductor

FPGA-based Intelligent Display Controller

Harald Fluegel, Arrow Central Europe

High Impact HMIs at the Lowest Cost: Vector or Raster

Peter Abowd, Altia

FPGA Companion Chip extend CPUs and GPUs with Interfaces and state of art Graphic features

Christian Grimm, Xylon

16:40 Author Interviews, Poster Presentations, Student Paper Presentations

Poster Presentations

The environmental impact of backlight technology development

Tomasz Tarnowski, I-sft

Photonic Processing of Materials for Flexible Electroluminescent Displays

Neranga Abeywickrama, Nottingham Trent University

Paradigm shift due to the changeover from 4:3 to widescreen

Silvio Rasek, Siemens

High resolution imaging photometers and colorimeters – state of the art and limiting factors

Eric Schwabedissen, Instrument Systems

Student Paper Presentations

Student Papers apply for the Robert Bosch Student Paper Award. Deadline for Submission is 21. January 2011.

Please submit your proposal using the online submission form at [www.electronic-displays.de](http://www.electronic-displays.de).

**09:00 3D and Display Measurement**

**Improvements of aid free 3D Presentation**  
 Silvio Jurk, René de la Barré, Fraunhofer HHI  
**3D Visualization – Growth into the 3rd Dimension**  
 Hajo Koglin, Sharp Microelectronics Europe  
**Optical characterization of auto-stereoscopic and stereoscopic 3D displays**  
 Dr. Pierre Boher, Vincent Leroux, ELDIM  
**Measurement and characterization of the sparkling of AG coated LCDs**  
 Jürgen Neumeier, Dr. Michael Becker, AUTRONIC-MELCHERS

10:20–11:00 **Author Interviews & Coffee (20 min + 20 min)**

**11:00 Automotive Displays**

**Modern Automotive Design** Gert Pollmann, Gert Pollmann  
**SplitView - Challenges and Realization for Automotive Applications**  
 Joachim Schuhbauer, Sony SES  
**Display Technologies with "Black Panel Effect"**  
 Dr. Jürgen Wahl, Optrex Europe

12:00–13:20 **Author Interviews & Lunch (20 min + 60 min)**

**13:20 Student Paper Award**

Student papers are presented and awarded by the »ROBERT BOSCH Student Paper Award«. The price sponsored by ROBERT BOSCH is a high-end electronic device.

**13:30 New LCD Technologies**

**Keynote: Advanced Liquid Crystal Materials for 3D TV Applications**  
 Active matrix color LCDs on ultra-thin glass substrates  
 Fast Liquid Crystal Effects for TFT Displays

14:30–15:00 **Author Interviews & Coffee (20 min + 10 min)**

**15:00 Display Systems**

**TFT-LCD for Industrial Application – Specific Requirements & New Trends**  
**Passive Matrix LC Displays for Special Application**  
**General Thermal Solution for High Brightness PID**

Dr. Michael Heckmeier, Merck  
 Steffen Hoehla, University of Stuttgart, Chair of Display Technology  
 Prof. Sven Lagerwall, Chalmers University of Technology  
 Frank Jammers, Renesas Electronics  
 Hartmut Helbig, Beck&Co. Elektronik Bauelemente  
 Yi-hong Zhang, Hong Kong Applied Science and Technology Research Institute (ASTRI)

**16:00 Wrap-up and Summary, Author Interviews**

Program is subject to change

**More information: [www.electronic-displays.de](http://www.electronic-displays.de)**

Conference Fees	by Feb. 1	after Feb. 1	
One Day (March 2 or March 3)	EUR 295,-	EUR 335,-	
Full Conference	EUR 435,-	EUR 485,-	
Full Conference Students (proof mandatory)	EUR 40,-	EUR 40,-	All fees plus 19% VAT

**I want to register for:**

- Only March 2, 2011
- Only March 3, 2011
- Full Conference March 2-3, 2011
- Full Conference Student (ID required)

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Contact: Ms. Katrin Scheinig, phone: +49.8121.951725, fax: +49.8121.952725, email: [kscheinig@elektroniknet.de](mailto:kscheinig@elektroniknet.de)

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**Terms and Conditions:**

1. The attendance fee includes proceedings (USB), admission to embedded world 2011 Exhibition, lunch and refreshments. You will receive a confirmation of your registration along with your invoice.
2. Cancellation received in writing before or on February 9, 2011 will be subject to a service charge of EUR 50 for one-day registrations and EUR 100 for two-days registrations. For all cancellations after February 9, 2011 the full conference fee remains payable. Substitutions within the same company are welcome at any time.
3. The organizers reserve the right to make changes in the program and/or speakers or to cancel sessions if conditions beyond its control prevail.
4. Students: student ID required, please submit to [KScheinig@elektroniknet.de](mailto:KScheinig@elektroniknet.de).
5. Exhibitors: Exhibitors will receive a discount of 50% for one person.
6. On-site-registration: Please register in advance. For on-site-registration a surcharge of EUR 40 per attendee will apply.