



# Program

### Wednesday, February 28, 2018

09:50 - 10:00	<b>Opening of the electronic displays Conference 2018</b>		Prof. Dr. Karlheinz Blankenbach, Pforzheim University of Applied Science
<b>Keynote-Session: Display Markets &amp; Technologies</b>			
10:00 - 10:25	<b>Keynote: Displays: Does Maturity Mean Stability?</b>		Paul Gray, IHS Technology
10:25 - 10:50	<b>Keynote: TADF: Next-Generation OLEDs</b>		Dr. Thomas Baumann, cynora
10:50 - 11:15	<b>Keynote: Active Matrix Technologies for Displays and Beyond</b>		Prof. Norbert Fruehauf, University of Stuttgart
11:15 - 11:35	<b>Keynote: The Success Story of LED's in Electronic Displays</b>		Sven Weber-Rabsilber, OSRAM Opto Semiconductors
11:35 - 12:00	<b>Keynote: Curving guides for elegant mixed reality</b>		Adrian Travis, Microsoft
12:00 - 13:15	<b>Author Interviews (20 min.) &amp; Lunch &amp; Posters</b>		
<b>Session 1: Touch Technologies &amp; Integration</b>		<b>Session 2: Display Measurements</b>	
13:15 - 13:35	<b>The Future of Projected Capacitive Touch Technology</b> Markus Hell, DATA MODUL	<b>Conformity Assessment with Examples for BlackMURA Measurements</b> Dr. Udo Krüger, TechnoTeam Bildverarbeitung	
13:35 - 13:55	<b>Specification of Active Haptic Feedback for Touchscreens</b> Dr. Manuel Kuehner, Porsche	<b>Improvement of the Visual Quality of Color LED Matrix Displays Using New Multiplexing Driving Method and Absolute Color Calibration</b> Dr. Pierre Boher, ELDIM	
13:55 - 14:15	<b>Next Standard of Optical Bonding (LOCA) – Hybrid SVR with Slit-coater</b> Donald Schaffer, Dexerials Europe	<b>Standard System Specifications for Repeatable Sparkle Measurement in AG Displays</b> Matthew Scholz, Radiant Vision Systems	
14:15 - 14:35	<b>Metal Mesh vs ITO in Projected-capacitive Touch Screens; Performance Comparison Through Measurements and Simulations</b> Christos Daskalou, Fieldscale; Mathias Gruber, PolyIC	<b>Color Gamut Compression for Multiple Production Color Gamuts</b> Dr. Jurgen Stauder, Technicolor	
14:35 - 14:55	<b>Just TOUCH!</b> Dr. Hagen Ploog, admatec	<b>Flicker from Electronic Displays and Light Sources</b> Dr. Michael Becker, Instrument Systems	
14:55 - 15:35	<b>Author Interviews (20 min.) &amp; Coffee &amp; Posters</b>		
<b>Posters</b>	<b>Requests to lenses in measuring systems evaluating Near-Eye Displays</b> Dr. Norbert Schuster, SUSTAR-OPTICS	<b>Videoplayer-Implementation on Raspberry Pi with application example Artista-IO/ Videoposter IV</b> Matthias Keller, Distec	
	<b>Development of a Multi-Primary QD Display Model for Gonio-Apparent Colors</b> Dr. Khalil Huraibat, University of Alicante	<b>CMOS based microdisplays, imagers and sensors enhanced by OLED/OPD integration</b> Bernd Richter, Fraunhofer FEP	
		<b>4k Displays in Cars – APIX 3 the Enabling Connectivity Technology</b> Thomas Rothhaupt, Inova Semiconductors	
		<b>Bifocal 3D Head up Display</b> Sebastian Fink, Heilbronn University	
<b>Session 3: Automotive Display Optimizations</b>		<b>Session 4: Special Applications &amp; Flexible Displays</b>	
15:35 - 15:55	<b>The Technologies and Market Trend for 'CID Plastic cover lens' and DNP's Functional Transfer Foil Development</b> Takeshi Kihara, Dai Nippon Printing	<b>Progressive Super View Technology Enables Daylight Readable Displays for Enhanced User Experience</b> Tobias Schoene, Sharp Devices Europe	
15:55 - 16:15	<b>In Cell Touch Technology Development for Automotive Applications</b> Wenjun Dai, Tianma Micro-electronics	<b>Healthcare Trends and Display Innovations</b> Luc Yao, Merck	
16:15 - 16:35	<b>Crash Safe Display Applications for Automotive</b> Jens Rasmussen, e.solutions	<b>Smart Paper. How Printed Low Cost Display Interfaces on Packaging will Disrupt the Whole Consumer Goods Industry</b> Marcin Ratajczak, INURU	
16:35 - 16:55	<b>Advanced Antireflection Coatings for Display Covers</b> Dr. Peter Munzert, Fraunhofer Institute Jena	<b>Thin, Flexible, Lightweight – New Electronic Form Factors Enable New Applications</b> Wolfgang Mildner, MSWtech	
16:55 - 17:15	<b>Author Interviews (20 min.) &amp; Posters</b>		

### Thursday, March 1, 2018

<b>Session 5: Automotive Displays &amp; Functional Safety</b>		<b>Session 6: AR/VR</b>	
09:00 - 09:20	<b>Functional Safety for Automotive Displays</b> Szukang Hsien, Maxim Integrated	<b>Head-mounted VR Displays for Application Development in Automotive Industry</b> Quimate Chioma Ihemedu-Steinke, Robert Bosch	
09:20 - 09:40	<b>Safety Considerations For Designing Electronics In Automotive Applications: An Example With VESA Display Stream Compression</b> Alain Legault, Hardent	<b>Autostereoscopic 3D as a Stepping Stone Towards Simulated Reality</b> Dr. Erik van der Tol, Dimenco	
09:40 - 10:00	<b>Image Analysis to Support Functional Safety for Automotive Displays</b> Manfred Wittmeir, Epson Europe Electronics	<b>Industrial Augmented Data Glasses</b> Prof. Rigo Herold, Westsächsische Hochschule Zwickau	
10:00 - 10:40	<b>Author Interviews (20 min.) &amp; Coffee &amp; Poster</b>		
<b>Session 7: Automotive Displays</b>		<b>Session 8: Display Applications</b>	
10:40 - 11:00	<b>MLD: Automotive 3D and Beyond – a Safe and Intelligent User Experience</b> Darryl Singh, Rudolf Hemmert, APTIV	<b>Electronic Displays TroubleShooting</b> Klaus Wammes, Wammes & Partner	
11:00 - 11:20	<b>Environmental Considerations for Augmented Reality Head-up Display Systems</b> Sam Martin, Texas Instruments; Junji Watanabe, Kuraray	<b>New Innovative LED Wallpaper Solution</b> Lutz Nehrhoff von Holderberg, LightnTec	
11:20 - 11:40	<b>Integration of Transparent and Non-transparent Active Matrix Displays Between Glas Panels</b> Werner Malcherek, ANNAX	<b>How to Easily Incorporate a Colour Display and Touch Interface Into an Existing Design</b> Markku Riihonen, 4D Systems	
11:40 - 13:00	<b>Author Interviews (20 min.) &amp; Lunch &amp; Posters</b>		
<b>Keynote-Session: OLEDs</b>			
13:00 - 13:25	<b>Keynote: OLED Market, Technology and Manufacturing</b>		Robert O'Brien, Display Supply Chain Consultants
13:25 - 13:50	<b>Keynote: Printing OLED Displays</b>		Edgar Boehm, Juergen Laur, Merck
<b>Session 9: E-Paper Displays</b>		<b>Session 10: Display Interfaces</b>	
13:55 - 14:15	<b>Electronic Ink Displays: Technology and Markets</b> Alexander Pruss, Holitech Europe	<b>Virtual AUX channel Ensures Stable DisplayPort Operation</b> Rudolf Sosnowsky, HY-LINE Computer Components	
14:15 - 14:35	<b>E-Paper Displays Maturing from Niche to Mainstream IoT Display Technology</b> HD Lee, Pervasive Displays	<b>High Bandwidth Demands for In-Vehicle Display Connectivity</b> Daniel Adler, Valens	
14:35 - 14:55	<b>Smart Packaging with E-Paper Display for Improved Patient Compliance</b> Peter Duchemin, MSC Technologies	<b>High Resolution Display Interfaces Leveraging Cost Optimized FPGAs</b> Ted Marena, Microsemi Corporation	
14:55 - 15:15	<b>Author Interviews (20 min.) &amp; Coffee &amp; Posters</b>		
<b>Session 11: New Display Technologies</b>			
15:15 - 15:35	<b>Industrialization of Fully Plastic OLED</b>		Simon Jones, FlexEnable
15:35 - 15:55	<b>Concept for Full Color QD-LED Displays</b>		Dr. Armin Wedel, Fraunhofer IAP
15:55 - 16:15	<b>Performance of Electro-wetting Displays in Out of Home Applications</b>		Dr. Doeke Oostra, Etulipa
16:15 - 16:45	<b>Wrap-Up, Summary &amp; Author Interviews (20 min.)</b>		



# electronicdisplays Conference

February 28 – March 01, 2018 | Nuremberg, Germany

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

### Conference Committee:

- Prof. Dr. Karlheinz Blankenbach (Chairman), Pforzheim University of Applied Science
- Armin Scheuerer, Data Modul
- Valeriano Ferreras Paz, Robert Bosch
- Dr. Jürgen Wahl
- Jürgen Laur, Merck
- Winfried Schwedler, Osram Opto Semiconductor

- **Who should attend?** Everybody professionally involved in displays from engineers to managers
- **What will you learn?** Latest information on electronic display technologies, software, systems and performance optimization
- **Who will you meet?** Colleagues and leading experts from both industry and R&D
- **Why should you attend?** Stay ahead in displays and applications, get a second opinion for your ideas
- Special focus on automotive displays, new display technologies and optimizations for various display applications
- Sessions on touch screens, display measurement, display interfaces, e-paper and AR/VR
- Top level keynotes on display trends, future displays, OLEDs and LEDs

### Organized by:



### Conference Sponsors (as at 21.11.2017)



Please send fax-registration to

**+ 49 (0) 89 – 255 56 0155**

### I want to register for:\*

- Full Conference (28.2.-1.3.2018)
- First Conference Day (February 28, 2018)
- Second Conference Day (March 1, 2018)

### Day 1 – February 28, 2018

- Session 1: Touch Technologies & Integration
- Session 2: Display Measurements
- Session 3: Automotive Display Optimizations
- Session 4: Special Applications & Flexible Displays

- My company is exhibiting
- I am a Co-Speaker (with \_\_\_\_\_)
- I am a Member of DFF

### Day 2 – March 1, 2018

- Session 5: Automotive Displays & Functional Safety
- Session 6: AR/VR
- Session 7: Automotive Displays
- Session 8: Display Applications
- Session 9: E-Papers Displays
- Session 10: Displays Interfaces
- Session 11: New Displays Technologies

Please note: In order to be registered you have to fill in all required fields marked with an asterisk \*. (A confirmation email will be sent to you)

Last Name*	First Name*	Mr./Ms./Title*
Jobtitle	Company*	Student (yes/no)
Street*	Department	
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Date*	Signature*	

### Terms and Conditions:

- The attendance fee includes proceedings, free admission to the embedded world Exhibition 2018, lunch and refreshments. You will receive a confirmation of your registration along with your invoice.
- Cancellation received in writing before or on February 06, 2018 will be subject to a service charge of EUR 50 for one-day registrations and EUR 100 for two-day registrations. For all cancellations received after February 07, 2018 the full conference fee remains payable. Substitutions within the same company are welcome at any time.
- The organizers reserve the right to make changes in the program and/or speakers or to cancel sessions if conditions beyond its control prevail. Please check [www.electronic-displays.de](http://www.electronic-displays.de) for the latest conference information.
- Students Conference fee: EUR 49 (incl. proceedings and exhibition ticket, excl. lunch voucher), student ID required. Please email to [JHeger@weka-fachmedien.de](mailto:JHeger@weka-fachmedien.de).
- Exhibitors or Co-Speakers will receive a discount of 50% for one person only. Members of DFF receive a discount of 30%.
- On-site-registration: Please register in advance. For on-site registrations a surcharge of EUR 50 per attendee will apply.
- All prices excluded VAT

Venue: NürnbergMesse, Messezentrum, NCC Ost, 90471 Nuremberg, Germany

### electronic displays Conference 2018

Conference Fees	by Jan 17	from Jan 18
Full Conference (28.2.-1.3.2018)	580,00 €	630,00 €
First Conference Day (February 28, 2018)	370,00 €	400,00 €
Second Conference Day (March 1, 2018)	370,00 €	400,00 €
Students (28.2.-1.3.2018) (excl. lunch)	49,00 €	49,00 €

Venue: NürnbergMesse, NCC Ost, 90471 Nuremberg, Germany



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**Online Registration at  
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