

SID VEHICLES AND PHOTONS 2007 PROGRAM

**October 11-12, 2007
Fairlane Center
University of Michigan at Dearborn
Dearborn, MI**

THURSDAY, OCTOBER 11, 2007

7:30 – 8:30 am **REGISTRATION AND REFRESHMENTS**

8:30 – 8:45 am **Welcoming Remarks** –Mark Larry, *Symposium Chair
Ford Motor Company, Dearborn, MI*

8:45 – 9:30 am **Keynote Address**
Ben DiCicco, *Senior Manager,
Daimler Chrysler Automotive, Auburn Hills, MI*

9:00 am – 5:00 pm **TABLETOP EXHIBITS OPEN**

SESSION 1: AUTOMOTIVE MARKET (9:30 – 11:00 am)

Co-Chairs: R. Donofrio, *Display Device Consultants, Ann Arbor, MI*
B. Dehmlow, *Yazaki North America, Canton, MI*

9:30 – 10:00 am **INVITED ADDRESS**
1.1 **Emerging Displays for Driver Safety: HUD and
Touch Screen Navigation Devices**
J. Colegrove, iSuppli Corp., Santa Clara, CA

10:00 – 10:30 am **INVITED ADDRESS**
1.2 **Status of Automotive Displays in 2007**
D. Maunu, DisplaySearch, Austin, TX

10:30 – 11:00 am **INVITED ADDRESS**
1.3 **History, Performance and Trends in VFPD**
S. Pala, Denso International America, Southfield, MI

11:00 – 11:20 am **Refreshment Break (Tabletop Area)**

SESSION 2: AUTOMOTIVE ENHANCEMENTS (11:20 am– 12:40 pm)

Co-Chairs: J. Troxell, *Delphi, Shelby Township, MI*
S. Pala, *Denso International America, Southfield, MI*

- 11:20 – 11:40 am **Dual View LTPS-TFT Display Technology**
2.1 H.K. Louwsma, *TPO Displays Europe B.V., The Netherlands*
T.Araki, A. Lin, A. Lin and YJ Chang, *TPO Displays Corp., Taiwan*
K. Nasu, *TPO Displays Japan K.K., Japan*
- 11:40 – 12:00 pm **Development of Highly-Durable White OLED for Automobile Applications**
2.2 M. Minagawa and Y. Shimotori, *Nippon Seiki Co. Ltd., Japan*
- 12:00 – 12:20 pm **Laterally Emitting Thin Film Electroluminescent Device Engineering for Sunlight Readable Vehicular Displays**
2.3 W.M. Cranton, D. Koutsogeorgis and R. Ranson, *Nottingham Trent University, UK*
R. Stevens, *Central Microstructure Facility, STFC, UK*
A. Needham, *Ultra Electronics Ltd., UK*
M. Thorne, *Extec Integrated Systems Ltd., UK*
A. Magon, *Qudos Ltd., UK*
- 12:20 – 12:40 pm **OCB-LCDs With New Driving Method Having Fast Response at Very Low Temperature for Vehicles**
2.4 H. Maeda, M. Blashe and S Vrablik, *Toshiba America Electronics Components, Inc., Buffalo Grove, IL*
K. Nakao, *Toshiba Matsushita Display Technology Co. Ltd., Ishikawa, Japan*
- 12:40 – 2:20 pm **LUNCH**

SESSION 3: COMPONENT NEW DEVELOPMENT (2:20 – 4:00 pm)

Co-Chairs: J. Kanicki, *University of Michigan, Ann Arbor, MI*
K. Peiler, *OSRAM, Canton, MI*

- 2:20 – 2:40 pm **LED Backlighting Solutions for Automotive TFTs**
3.1 K. Peiler, *OSRAM, Canton, MI*
- 2:40 – 3:00 pm **Novel Pixel Electrode Circuits and a-Si:H TFT Structures for AMOLEDS**
3.2 H. Lee and J. Kanicki, *University of Michigan, Ann Arbor, MI*
JS Yoo, CD Kim and I. Kang, *LGPhilips LCD, Korea*

- 3.3** **WITHDRAWN**
- 3:00 – 3:20 pm **Thermal and Electrical Instability of Amorphous Silicon Transistor for AM-FPDs**
3.4 A. Kuo and J. Kanicki, *University of Michigan, Ann Arbor, MI*
- 3:20 – 3:40 pm **Low Temperature Encapsulation for OLEDs**
3.5 A.R. Johnson and J. Kanicki, *University of Michigan, Ann Arbor, MI*
- 3.6** **WITHDRAWN**
- 3:40 – 4:00 pm **Display Performance Evaluation of Spindt-FED for Automotive Applications**
3.7 J. Hatfield, *Futaba, Plymouth, MI*
- 4:00 – 4:30 pm **Refreshment Break (Tabletop Area)**
- 4:30 – 5:30 pm **TUTORIAL**
Effects of Veiling Glare on the Visibility of Automotive Displays
V. Bhise, *University of Michigan, Dearborn, MI*
- 5:30 – 6:45 pm **Tour of University of Michigan-Dearborn Automotive Ergonomics Lab (For Location and Directions to the Tour click here)**

FRIDAY, OCTOBER 12, 2007

8:00 – 9:00 am **REGISTRATION AND REFRESHMENTS**

8:00 am – 12:00 pm **TABLETOP EXHIBITS OPEN**

SESSION 4: SYSTEMS/APPLICATIONS (8:50 – 9:50 am)

Co-Chairs: V. Birman, *Siemens VDO Automotive, Auburn Hills, MI*
R. Donofrio, *Display Device Consultants, Ann Arbor, MI*

- 8:50 – 9:10 am **New Optical Film for Resistive Touch Panels**
4.1 M. Yoshizawa, H. Sato, Y. Ishii and K. Sasaki, *GUNZE Ltd., Japan*
- 9:10 – 9:30 am **Utilizing the Color in Driver's Information Delivery**
4.2 I. Pospelov, V. Birman and B. Manole,
Siemens VDO Automotive, Auburn Hills, MI
- 4.3** **WITHDRAWN**

9:30 – 9:50 am **Color Holographic Laser Projection Technology for Heads-Up and Instrument Cluster Displays**
4.4

E. Buckley, *Light Blue Optics Ltd., Cambridge, UK*

9:50 – 10:20 am **Refreshment Break (Tabletop Area)**

SESSION 5: HUMAN FACTORS/METROLOGY (10:20 – 12:20 pm)

Co-Chairs: V. Bhise, *University of Michigan, Dearborn, MI*
 J. Troxell, *Delphi, Shelby Township, MI*

10:20 – 10:40 am **New CAD-Integrated Technologizing for Optimizing Perception of Visual Information in a Vehicle**
5.1

M. Massabki, *OPTIS North America*

10:40 – 11:00 am **Brightness Evaluation of LED Mesopic Luminaires under Dynamic Background Light Changes**
5.2

R. Donofrio, *Display Device Consultants, Ann Arbor, MI*

11:00 – 11:20 am **A Spectrally Tunable Imaging Radiometer Technique for Automotive Display Measurements**
5.3

T. Moggridge, *Lumetrix Corp., Ottawa, Canada*

11:20 – 11:40 am **Analysis of Actual Tolerances of Luminance and Color Coordinates in LED Illuminated Instrument Clusters**
5.4

W. Eckardt, V. Birman and I. Pospelov, *Siemens VDO Automotive, Auburn Hills, MI*

11:40 – 12:00 pm **Vision-Based Driver Monitoring: Distraction, Drowsiness and Driving?**
5.5

D. Harbach, R. Dufour, D. Bakowski, N. Edenborough, R. Hammoud, P. Malawey, T. Newman, R. Prieto, S. Skiver, M. Smith, R. Sovacool, A. Wilhelm, G. Witt and E. Yoder, *Delphi Electronics, Kokomo, IN*

12:00 – 12:20 pm **HMI Interface to the User Touchscreen**
5.6

M. Blicher, *Immersion Corp., Clarkston, MI*

12:20 – 1:30 pm **LUNCH (Pizza and drinks)**

SESSION 6: SAE/DISPLAY INTERFACE (1:30 – 2:45 pm)

Chair: S. Pala, *Denso International America, Southfield, MI*

1:30 – 2:30 pm **GVIF Proposal for SAE Standards (Public Forum-Proposal Review)**

2:30 – 2:45 pm **ISO Updates on 15008**