



**SOCIETY FOR INFORMATION DISPLAY
METROPOLITAN DETROIT CHAPTER**

12th Annual Symposium on Vehicular Displays

OCTOBER 6 & 7, 2005

FAIRLANE CENTER, NORTH CAMPUS UNIVERSITY OF MICHIGAN - DEARBORN

DEARBORN, MICHIGAN

AGENDA

THURSDAY, OCTOBER 6

8:00 am – 9:00 am
9:00 am – 5:00 pm
9:00 am – 9:15 am
9:15 am – 9:45 am

REGISTRATION AND REFRESHMENTS
TABLETOP EXHIBITS OPEN
WELCOMING REMARKS - Silviu Pala, Symposium Chair
Denso International America, Southfield, MI
KEYNOTE ADDRESS - The Role of Displays in Personalizing the Automotive Experience
Jim Buczkowski, Director of Electrical and System Engineering, Ford Motor Company, Dearborn, MI

SESSION 1: VFPD Market Analysis (9:45 – 10:45 am)

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

9:45 am – 10:15 am **1.1 The Worldwide Market for Automotive Display Monitors**
B. Young, DisplaySearch, Austin, TX
10:15 am – 10:45 am **1.2 Automobiles Driving the Small/Medium Display Market**
V. Jakhanwal, iSuppli Corp., Santa Clara, CA
10:45 am – 11:00 am **Refreshment Break (Tabletop Area)**

SESSION 2: HUMAN FACTORS (11:00 am – 12:10 pm)

Chair: V. Bhise, University of Michigan - Dearborn, Dearborn, MI

11:00 am – 11:30 am **2.1 Locating Infotainment Displays in Vehicle Interiors**
V. Bhise, University of Michigan - Dearborn, Dearborn, MI
11:30 am – 11:50 am **2.2 Range of Character Heights for Vehicle Displays as Predicted by 22 Equations**
H. Cai and P.A. Green, University of Michigan, Ann Arbor, MI
11:50 am – 12:10 pm **Q&A and OPEN DISCUSSION**
12:10 pm – 2:30 pm **LUNCH AND TABLETOP EXHIBITS OPEN**

SESSION 3: Automotive Display Solutions (2:30 – 3:30 pm)

Chair: M. Larry, Ford Motor Company, Dearborn, MI

2:30 pm – 2:50 pm **3.1 Custom AMLCD with Integrated Heater, EMI Shield, And Temperature Sensors for Automotive Applications**
J. Niemczyk, American Panel Corp., Alpharetta, GA
2:50 pm – 3:10 pm **3.2 Automotive OLED Life Prediction Method**
P. Weindorf, Visteon Corporation, Dearborn, MI
3:10 pm – 3:30 pm **3.3 Recent Developments of PLED Displays for Automotive Applications**
J. Cramer, Osram Opto Semiconductors, San Jose, CA
3:30 pm – 4:00 pm **Refreshment Break (Tabletop Area)**
4:00 pm – 5:00 pm **Panel Discussion: Vehicle Display Performance After 10 Years**
Moderator: B. Donorfio, Denso International America, Dearborn, MI

Organizing Committee

Mr. Silviu Pala
(DENSO) - General Chair
Mr. Bob Donorfio
(Display Consultants) - Program Chair
Dr. Vivek Bhise
(U of Michigan)
Dr. Vince Cannella
(Ovonic)
Mr. Brian Dehmlow
(Yazaki)
Dr. Darrel Hopper
(U.S.AF Lab)
Dr. Jerzy Kanicki
(U of Michigan)
Mr. Mark Larry
(Ford)
Mr. Stefan Lenz
(Optrex)
Dr. John Troxell
(Delphi)
Mr. Nick Vergith
(General Dynamics)
Mark Goldfarb
(PCM) Conference Coordinator

FRIDAY, OCTOBER 7

8:00 am – 9:30 am
8:00 am – 12:00 pm

REGISTRATION AND REFRESHMENTS
TABLETOP EXHIBITS OPEN

SESSION 4: ANALYSIS TOOLS AND TECHNIQUES (9:30 - 11:00 am)

Chair: B. Dehmlow, Yazaki America, Canton, MI

9:30 am – 10:00 am **4.1 Automotive Display Optics: Lenses, Glare and Nighttime Reflections**
S. Stringfellow, General Motors Corporation, Oakland, MI
10:00 am – 10:30 am **4.2 Visual Ergonomics in a Car**
J. Delacour, L. Fournier and E. Humbert, Optis, Toulon, France
J-F. Legay, Nemoptic, Magny les Hameaux, France
J-P. Menu, IMNSSA, France
10:30 am – 11:00 am **4.3 FPD Testing – Comparing Alternative Methods**
J. Serra and D. Kreysar, Radiant Imaging, Inc., Duvall, WA
11:00 am – 12:15 pm **LUNCH**

SESSION 5: NEW DEVELOPMENTS IN VFPDs (12:15 – 1:35 pm)

Chair: J. R. Troxell, Delphi Research Labs, Shelby Township MI

12:15 pm – 12:35 pm **5.1 Transmart, a New Display Technology for Vehicle Applications**
Y. Hirai, Optrex Corp., Japan
E. Lee, Optrex America, Inc., Plymouth, MI
12:35 pm – 12:55 pm **5.2 Concepts for Backlighting LCDs with LEDs**
G. Klick, Osram Opto Semiconductors, Northville, MI
12:55 pm – 1:15 pm **5.3 High Brightness Gray Scale Compact Active Matrix VFDs**
M. Isaka, T. Kohama, T. Maeda and N. Morooka, Noritake Itron Corp., Ise, Japan
1:15 pm – 1:35 pm **5.4 The iMoDTM – A Large Area MOEMS Display for Direct View**
J. Sampsell, Qualcomm MEMS Technologies
1:35 pm – 1:45 pm **Refreshment Break**

SESSION 6: BEYOND THE GLASS PANEL (1:45 – 3:05 pm)

Chair: J. Kanicki University of Michigan, Ann Arbor MI

1:45 pm – 2:05 pm **6.1 Flexible Metal Substrates for Vehicle Displays**
V. Cannella, Energy Conversion Devices, Inc., Troy, MI
2:05 pm – 2:25 pm **6.2 a-Si:H TFT AM-OLEDs**
J. Kanicki, University of Michigan, Ann Arbor, MI
2:25 pm – 2:45 pm **6.3 Automotive FPGAs Offer Innovative Solutions to Automotive Displays Challenges**
R. Bielby, Xilinx, San Jose, CA
2:45 pm – 3:05 pm **6.4 Cavity Light Emitting Diode – A New Generation of Organic Light Emitting Diode**
Y. Shi, SRI International, Menlo Park, CA

SESSION 7: SAE FLAT PANEL DISPLAY STANDARDS ACTIVITIES (3:15 – 5:00 pm)

(OPEN TO THE PUBLIC MEETING)

3:15 pm – 5:00 pm **SAE VFPD Standards Developments**
S. Pala, Denso International America, Southfield, MI
Shannon O'Day, Ford Motor Company, Dearborn, MI
1) ISO 15008 (Display Legibility) review and impact on SAE J1757-1
2) Status of SAE J1757-2.

Tabletop Exhibitors:

3M
Advance Reproductions Corp.
Astra Products Inc.
EuropTec USA
Instrument Systems.
Konica Minolta Photo Imaging
Lambda Research Corporation
Noritake Co., Inc.
OPTIS
Optrex America, Inc.
OSRAM Opto Semiconductors Inc.
Plaskolite, Inc.
Radiant Imaging, Inc.
Zytronic Displays, Ltd.

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