



SOCIETY FOR INFORMATION DISPLAY
METROPOLITAN DETROIT CHAPTER

Vehicles and Photons 2010

17th Annual Symposium on Vehicle Displays

OCTOBER 21 & 22, 2010

FAIRLANE CENTER, UNIVERSITY OF MICHIGAN - DEARBORN, MICHIGAN

<http://www.sid.org/conf/17thvd/17thvd.html>

AGENDA

THURSDAY, OCTOBER 21, 2010

- 8:00 am – 9:00 am **REGISTRATION AND REFRESHMENTS**
 9:00 am – 5:00 pm **TABLETOP EXHIBITS OPEN**
 9:00 am – 9:05 am **WELCOMING REMARKS**
 Silviu Pala, SID-DE Chair, *Denso International America, Southfield, MI*
 9:05 am – 9:50 am **KEYNOTE ADDRESS - Trends in Automotive Information Displays and Driver HMI**
 R. Drury, *Continental Corporation, Auburn Hills, MI*
 9:50 am – 10:35 am **KEYNOTE ADDRESS - New Human/Computer Interface to Detect Touch & Gestures**
 A. Travis, S. Bathiche, T. Large and N. Emerton, *Microsoft Corporation, Seattle, WA*
 10:35 am – 11:00 am **Refreshment Break (Tabletop Area)**

SESSION 1: Automotive Market (11:00 am – 12:00 pm)

Co-Chairs: **M. Larry**, *Ford Motor Company, Dearborn, MI*; **S. Stringfellow**, *General Motors Corporation, Warren, MI*

- 11:00 am – 11:30 am **1.1 INVITED ADDRESS**
Diamonds in the Dirt: New Display Technologies and Opportunities for the Automotive Industry
 M. Fihn, *Veritas et Visus, Temple, TX*
 11:30 am – 12:00 pm **1.2 Infotainment/Telematics Update**
 M. Boyadjis, *iSuppli Corporation, Santa Clara, CA*
 12:00 pm – 2:00 pm **LUNCH (Tabletop Exhibits Open)**

SESSION 2: Application Issues with Vehicular Displays and Lighting (2:00 – 5:30 pm)

Co-Chairs: **V. Birman**, *Continental Corporation, Auburn Hills, MI*; **J. Troxell**, *Consultant, Sterling Heights, MI*

- 2:00 pm – 2:45 pm **TUTORIAL - Photometry for Driver Vision: Simple Meters and Complicated Questions**
 M. Flanagan, *University of Michigan, Ann Arbor, MI*
 2:45 pm – 3:05 pm **2.1 HMI – To Test or Not To?**
 S. Rajendran, *Consultant, Peachtree City, GA*
 3:05 pm – 3:25 pm **2.2 Can Automotive Companies Compete in HMI?**
 M. Taylor, *Altia, Inc., Farmington Hills, MI*
 3:25 pm – 3:45 pm **2.3 Creating Engaging HMIs**
 J. G. Haliburton, *TAT, San Francisco, CA*
 3:45 pm – 4:30 pm **Refreshment Break (Tabletop Area)**
 4:30 pm – 4:50 pm **2.4 Effects of Luminance and Spectral Power Distribution of adapting stimuli on nighttime driver vision**
 M. Flanagan, *University of Michigan, Ann Arbor, MI*
 4:50 pm – 5:10 pm **2.5 Optical Coating Applications for Automotive Displays**
 B. Wilson and D. Fiore, *North American Coating Labs, Mentor, OH*
 5:10 pm – 5:30 pm **2.6 Patterned Film For Effective Vehicular Transparent Surfaces' Pico Projection Applications**
 W. Mphöpö, Z. Yiyi, Y. Wei, W. Yan and Q. JunFeng, *Beijing Normal University, Beijing, China*

FRIDAY, OCTOBER 22, 2010

- 8:30 am – 9:30 am **REGISTRATION AND REFRESHMENTS**
 9:00 am – 12:00 pm **TABLETOP EXHIBITS OPEN**
 9:00 am – 9:45 am **KEYNOTE ADDRESS**
FPDs in the Beginning and How They Evolved
 L. Tannas, Jr., *Tannas Electronics, Orange, CA*
 9:45 am – 10:15 am **Refreshment Break (Tabletop Area)**

SESSION 3: Advanced Technologies For Displays and/or Vehicle Applications (10:15 am – 12:05 pm)

Co-Chairs: **J. Kanicki**, *University of Michigan, Ann Arbor, MI*; **B. Banter**, *Tech-D-P Inc., Northville, MI*

- 10:15 am – 10:35 am **3.1 Emerging Reconfigurable Display Technologies for Automotive Applications**
 D. Harbach and F. Kuhlman, *Delphi, Kokomo, IN*
 10:35 am – 10:55 am **3.2 INVITED ADDRESS**
Advantageous Psychophysical Effects of Laser-based HUDs
 E. Buckley, *Alces Technology, Inc., Jackson, WY*; K. Blankenbach, *Pforzheim University, Pforzheim, Germany*
 10:55 am – 11:15 am **3.3 INVITED ADDRESS**
Hyperrealistic Head-Up-Display for Automotive Application
 H. Okumura, T. Sasaki, A. Hotta, A. Moriya, K. Horiuchi, N. Okada and O. Nagahara, *Toshiba Corp., Kawasaki, Japan*
 11:15 am – 11:35 am **3.4 Laser Scanning Head-Up Display for Night Vision System**
 C-H. Chen, *National Taiwan University of Science and Technologies, Taipei, Taiwan*
 W-C. Chang and T-S. Chang, *ALVIS Technologies Inc. Taipei, Taiwan*
 11:35 am – 12:05 pm **TUTORIAL - Flexible Displays**
 J. Kanicki, *University of Michigan, Ann Arbor, MI*
 12:05 pm – 1:30 pm **LUNCH (Pizza and drinks)**

SESSION 4: Panel Discussion – Automotive Display Technology 2020 (1:00 – 3:30 pm)

Co-Moderators: **S. Stringfellow**, *General Motors, Warren, MI*; **S. Pala**, *Denso International America, Southfield, MI*

Exhibitors:

3M

Immersion Corporation

Konica Minolta Sensing Americas, Inc.

OSRAM Opto Semiconductors

SMK Electronics Corporation

Panelists (Session 4):

E. Buckley (ALCES Technology, Inc.)

B. Dinda (Optrex)

M. Fihn (Veritas et Visus)

M. Halfman (Pixtronix, Inc.)

D. Harbach (Delphi)

J. Kanicki (University of Michigan)

L. Tannas, Jr. (Tannas Electronics)

A. Travis (Microsoft Corporation)

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