

**SOCIETY FOR INFORMATION DISPLAY**

## Newsletter 27 / 2011



The new SID-MEC Officer Team:  
Herbert De Smet (leaving Secretary, new Director), Hans-Juergen Lemp (new Chair), Stefan Riehemann (new Secretary), Armin Wedel (Vice-Chair), Gerrit Oversluizen (leaving Director), Jutta Rasp (Treasurer, not on the picture)

### **Election and New Officer Team**

At the SID-Mid Europe Chapter Officer Meeting on the 10<sup>th</sup> of March 2011 in Seeheim, Germany Hans-Juergen Lemp was elected as new Chair of the SID-Mid Europe Chapter. Two present officers have confirmed that they are willing to fulfill another term and two candidates have come forward to replace the other two officers. Present Chairman Alasdair Jelfs (Merck KGaA) was moved to China for his company. The new candidate for the Chairman position was Hans-Juergen Lemp. It is positive that we keep the involvement of Merck.

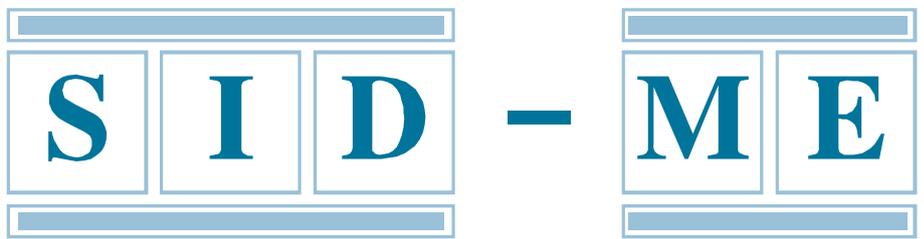
Gerrit Oversluizen is not planning to fulfill another entire 3 year term as Director of the Chapter. Herbert De Smet was asked if he would be willing to take over during 2011,

pending approval of SID Headquarter of course. Herbert De Smet has agreed and in the mean time Headquarter has approved this. Because Herbert De Smet takes over the position of Director, this leaves open the position of Secretary. Stefan Riehemann has come forward to take up this position.

The two staying officers (Armin Wedel and Jutta Rasp) and the two new officers were elected anonymously by the SID-MEC participants of the General Meeting.

Hans-Juergen Lemp joined Merck KGaA in 1980 and started his career in Purchasing in Darmstadt (Germany). In 1995 he moved to Marketing & Sales of the Liquid Crystals Unit. Soon he became responsible for the Passive Matrix Liquid Crystal Materials business worldwide. Since 2006 he is head of the new unit "Structuring Solutions" providing *isishape*<sup>®</sup> selective etching concepts for the production of touch sensors and crystalline solar cells.

Stefan Riehemann received his diploma and his PhD degree in physics (applied optics) from the University of Osnabrueck (Germany) in 1993 and 1997, respectively. Since 2000 he is with the Fraunhofer Institute for Applied Optics and Precision Engineering, Jena, Germany, where he heads the Optical System Development Group. His current research interests are optical systems design, microdisplay applications, optical testing and system integration. He is senior member of the SID, and involved in the Society's Applications committee.



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### Other News



Jutta Rasp has applied for the VP Europe position. This is a rotating position between Mid-Europe, France, UK and Russia. She follows up Ian Sage whose company is leaving the display business. Prof. Norbert Fruehauf has agreed to be the program chair of next year's Display week (2012).



The laser show at the Spring 2010 Meeting in Dresden, Germany

### SID-MEC General Meeting

The ME chapter presently (January 2011) has 364 members plus 55 members in the Ghent Lowlands student branch, making a total of 419. This is still lower than the situation of January 2009 (490) but higher than January 2010 (356). Noteworthy is the fact that the relative share of ME in the total SID membership (4739) has risen in the same period from 8.3% to 8.8%, which means our chapter is doing relatively well compared to the other chapters.



The Lufthansa Training Center in Seeheim, Germany was the conference location for the Spring 2011 Meeting.

SID-MEC is now the third largest chapter after SID-Japan and Korea and before Bay Area.

Also remarkable is the high level of participation to the organized events. The 2010 Spring meeting had 170 attendants, and the 2011 meeting has 138 which is considerable in comparison with the total membership.



SID-ME Spring Meeting 2011 event highlight: classical concert performed by the Merck Philharmonic Orchestra.

so far able to raise external sponsorship from Merck and Ghent University. Last year they also received sponsorship by SID-ME.

### Past Events

The Spring 2010 Meeting was organized in Dresden and attracted 170 attendants, making it the largest SID-MEC Spring Meeting in history. The conference topics were personal projection displays - OLED and MEMS and new technologies for HMD, HUD and pico-projectors.

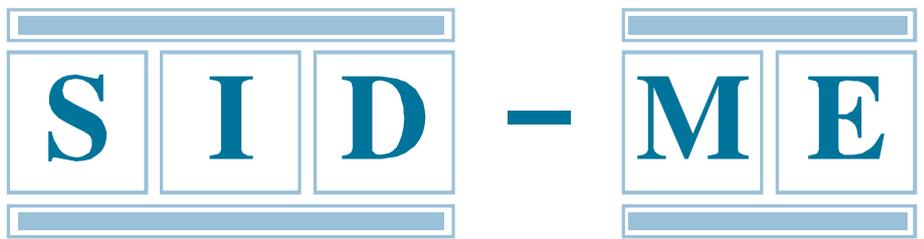
The Fall 2010 Meeting was held from 23-24 September at Daimler in Stuttgart and again had 170 participants. The main conference topic was "displays in automotive".

The Spring 2011 Meeting from 10-11 March was organized by Merck KGaA Darmstadt in the Seeheim Lufthansa Training Center. The number of participants was 138, which is again very high. The main conference topic was "materials for displays".

Under the headline "From Innovation to Daily Life" Merck has opened the doors of its display-related research center in Darmstadt, enabling to see where Merck experts are working on future technologies as well as the world's first OLED screen in 9 sqm display format.

Further details are available at "[www.sid-me-spring2011.de](http://www.sid-me-spring2011.de)".

The student chapter has had a very good start and is in good shape, counting 55 members in January. They have already organized several display related events. They have received seed money from the SID HQ and were



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The chapter student award 2011 goes to Constanze Grossmann.  
Award Committee: Herbert De Smet, Norbert Frühauf, Gerrit Oversluizen

### Chapter Student Award

In 2011 the award of 1500 € is granted to Constanze Grossmann (Fraunhofer Institute for Applied Optics, Friedrich Schiller University, Jena).

For practical reasons, the new deadline for submissions was moved forward to the 1<sup>st</sup> of December. The submissions were handled by the paper submission system of the Spring Meeting. In order to increase the number of submissions, it was proposed to send a dedicated mailing to student members and/or professors, but this was not yet done this year. To improve the selection process, an abstract of about 1 page instead of 200 words was asked.

The new composition of the Award Committee from 2011 will be:

Hans-Jürgen Lemp (Merck); replaces Gerrit Oversluizen (Philips)

Herbert De Smet (Ghent University)

Norbert Frühauf (University of Stuttgart)

A good balance between academia and industry is kept.

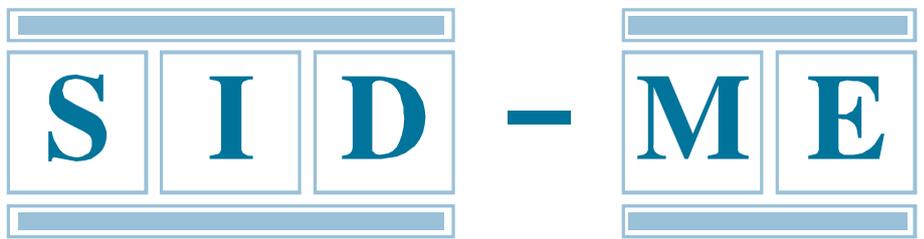
### Coming Events

In the Fall of 2011, EURODISPLAY will be held in Bordeaux-Arcachon (France) from 19-22 September 2011 and hence there will be no SID-MEC meeting.

The SID-ME Spring Meeting 2012 will be organized by XAAR in Stockholm, Sweden. Details about this meeting will be announced in the next newsletter.

### Student Branch

Last year, the newly erected student branch 'Ghent lowlands' received for the first time a funding of 700 € from SID-ME. The officer agreed that this would be repeated yearly provided that the level of activity of the branch is sufficiently high (to be re-evaluated every year during the Spring officers' meeting). In the mean time, the Chair position or the Student Branch has been taken over by Jelle De Smet (replacing Pieter Vanbrabant). The level of activity is clear and it is agreed to renew the funding for this year. 700 € will be transferred to the Ghent Lowlands student branch. Hans-Juergen Lemp suggests to ask the members of the student branch to organize a



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brainstorm session about what they think displays should look like 20 years from now. Herbert De Smet will pass them this proposal.

There is still an important growth potential in the number of student members. Students pay only \$5 membership fee and are entitled to most of the benefits, such as accessing the reference database and accessing the Journal of the Society for Information Display. The fact that not more students become a member indicates that this possibility is still not sufficiently known.

### SID-ME Chapter Committee

**The SID-ME Chapter committee is now formed by:**

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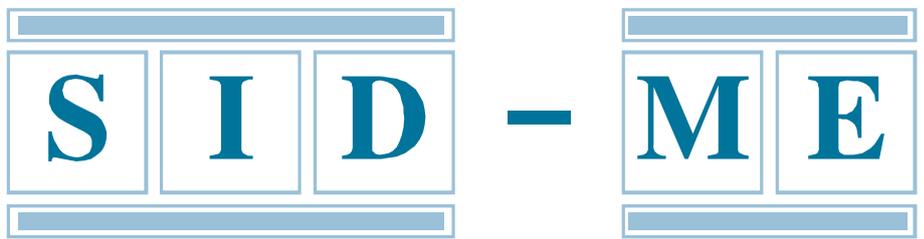
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**Additional members of the SID-ME Chapter committee are:**

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### SID Payment

The SID annual membership fee  
amounts US\$ 100. Please note

that the membership is a rolling  
membership, which means that it  
runs 12 months from the month in  
which the payment was made. For  
more information see the SID  
website [www.sid.org](http://www.sid.org).

We encourage our members to  
pay directly to SID-Headquarter in  
the USA, but if they want to pay to  
the Mid Europe Chapter directly  
the annual fee should be EUR 85  
**with all bank fees covered by  
the member!**

SID-Mid Europe account details  
are the following:

Account number:  
0233-826729.60H

At: UBS, Aeschenplatz 6,  
CH-4052 Basel

BIC:  
UBSWCHZH80A

IBAN:  
CH760023323382672960H

Account name: The Soc. f. Inform.  
Display, SID-ME c/o Jutta Rasp

**Please indicate your name on  
the remittance papers.**

### The Newsletter

This newsletter as well as the  
older issues are also available  
online at:

<http://www.sid.org/chapters/europe/mideurope.aspx>.

If you want to place an article in  
the Newsletter, which is interesting  
for the European Display Society,  
please send it to:  
[armin.wedel@iap.fraunhofer.de](mailto:armin.wedel@iap.fraunhofer.de)