

SID VEHICLE DISPLAY 2005 SYMPOSIUM PRELIMINARY AGENDA

October 6-7, 2005
Fairlane Center
University of Michigan at Dearborn
Dearborn, MI

THURSDAY, OCTOBER 6, 2005

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

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

9:00 – 9:15 am **Welcoming Remarks** –Silviu Pala, Symposium Chair
Denso International America, Southfield, MI

9:15 – 9:45 am **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 – 10:15 am **The Worldwide Market for Automotive Display Monitors**
1.1 B. Young, *DisplaySearch, Austin, TX*

10:15 – 10:45 am **Automobiles Driving the Small/Medium Display Market**
1.2 V. Jakhanwal, *iSuppli Corp., Santa Clara, CA*

10:45 – 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 – 11:30 am **Locating Infotainment Displays in Vehicle Interiors**
2.1 V. Bhise, *University of Michigan - Dearborn, Dearborn, MI*

11:30 – 11:50 am **Range of Character Heights for Vehicle Displays as
Predicted by 22 Equations**
2.2 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 – 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 – 2:50 pm **Custom AMLCD with Integrated Heater, EMI Shield,
And Temperature Sensors for Automotive Applications**
3.1 J. Niemczyk, *American Panel Corp., Alpharetta, GA*

2:50 – 3:10 pm **Automotive OLED Life Prediction Method**
3.2 P. Weindorf, *Visteon Corporation, Dearborn, MI*

3:10 – 3:30 pm **Recent Developments of PLED Displays for Automotive Applications**
3.3 J. Cramer, *Osram Opto Semiconductors, San Jose, CA*

3:30 – 4:00 pm **Refreshment Break (Tabletop Area)**

4:00 – 5:00 pm **Panel Discussion: Vehicle Display Performance After 10 Years**
Moderator: B. Donofrio, *Display Device Consultants LLC, Ann Arbor, MI*

FRIDAY, OCTOBER 7, 2005

8:00 – 9:30 am **REGISTRATION AND REFRESHMENTS**

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

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

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

9:30 – 10:00 am **Automotive Display Optics: Lenses, Glare and Nighttime Reflections**
4.1 S. Stringfellow, *General Motors Corporation, Oakland, MI*

10:00 – 10:30 am **Visual Ergonomy in a Car**
4.2 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 – 11:00 am **FPD Testing – Comparing Alternative Methods**
4.3 J. Serra and D. Kreysar, *Radiant Imaging, Inc., Duvall, WA*

11:00 – 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 – 12:35 pm **Transmart, a New Display Technology for Vehicle Applications**
5.1 Y. Hirai, *Optrex Corp., Japan*
E. Lee, *Optrex America, Inc., Plymouth, MI*
- 12:35 – 12:55 pm **Concepts for Backlighting LCDs with LEDs**
5.2 G. Klick, *Osram Opto Semiconductors, Northville, MI*
- 12:55 – 1:15 pm **High Brightness Gray Scale Compact Active Matrix VFDs**
5.3 M. Isaka, T. Kohama, T. Maeda and N. Morooka, *Noritake Itron Corp., Ise, Japan*
- 1:15 – 1:35 pm **The iMoD™ – A Large Area MOEMS Display for Direct View**
5.4 J. Sampsell, *Qualcomm MEMs Technologies*
- 1:35 – 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 – 2:05 pm **Flexible Metal Substrates for Vehicle Displays**
6.1 V. Cannella, *Energy Conversion Devices, Inc., Troy, MI*
- 2:05 – 2:25 pm **a-Si:H TFT AM-OLEDs**
6.2 J. Kanicki, *University of Michigan, Ann Arbor, MI*
- 2:25 – 2:45 pm **Automotive FPGAs Offer Innovative Solutions to Automotive Displays Challenges**
6.3 R. Bielby, *Xilinx, San Jose, CA*
- 2:45 – 3:05 pm **Cavity Light Emitting Diode – A New Generation of Organic Light Emitting Diode**
6.4 Y. Shi, *SRI International, Menlo Park, CA*

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

- 3:15 – 5:00 pm **SAE VFPD Standards Developments – Meeting is open to the public**
S. Pala, *Denso International America, Southfield, MI*
1) ISO 15008 (Display Legibility) review and impact on SAE J1757-1
2) Status of SAE J1757-2.